



CONTRACT NO. 14-0405

for Design, Fabrication, Delivery and Installation of Message Center Kiosks and Sign Pedestals for Parks and Trails Division

LAKE COUNTY, FLORIDA, a political subdivision of the state of Florida, its successors and assigns through its Board of County Commissioners (hereinafter "County") does hereby accept, with noted modifications, if any, the bid of Spencer Fabrications, Inc. (hereinafter "Contractor") to supply Design, Fabrication, Delivery and Intallation of Message Center Kiosks and Sign Pedestals for Parks and Trails Division to the County pursuant to County Bid number 14-0405 (hereinafter "Bid"), addenda nos. N/A opening dated September 25, 2013 and Contractor's September 24, 2013 Bid response thereto with all County Bid provisions governing.

A copy of the Contractor's signed Bid is attached hereto and incorporated herein, thus making it a part of this Contract except that any items not awarded have been struck through. The attachments noted below (if any) are attached hereto and are also made a part of this Contract.

Attachments:

No financial obligation under this contract shall accrue against the County until a specific purchase transaction is completed pursuant to the terms and conditions of this contract.

Contractor shall submit the documents hereinafter listed prior to commencement of this Contract: Insurance Certificate.

The County's Procurement Services Director shall be the sole judge as to the fact of the fulfillment of this Contract, and upon any breach thereof, shall, at his or her option, declare this contract terminated, and for any loss or damage by reason of such breach, whether this Contract is terminated or not, said Contractor and their surety for any required bond shall be liable.

This Contract is effective from October 15, 2013 through October 14, 2014 except the County reserves the right to terminate this Contract immediately for cause and/or lack of funds and with thirty (30) day written notice for the convenience of the County. This Contract provides for four (4) one (1) year renewals at Lake County's sole option at the terms noted in the Bid.

Any and all modifications to this Contract must be in writing signed by the County's Procurement Services Director.

LAKE COUNTY, FLORIDA

By: Sandra Rogers  
Contracting Officer

Date: 10-08-2013

Distribution: Original-Bid File  
Copy-Contractor  
Copy-Department



## INVITATION TO BID (ITB)

Design, Fabrication, Delivery and Installation of Message Center Kiosks  
and Sign Pedestals for Parks and Trails Division

ITB Number:	<u>14-0405</u>	Contracting Officer:	<u>Sandra Rogers</u>
Bid Due Date:	<u>September 25, 2013</u>	Pre-Bid Conf. Date:	<u>See Section 1.4 &amp; 1.4.1</u>
Bid Due Time:	<u>3:00 PM</u>	ITB Issue Date:	<u>August 27, 2013</u>

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SPECIFIC SOLICITATION REQUIREMENTS ARE AS NOTED BELOW:	
Proposal and/or Performance Bond:	Not applicable to this solicitation
Certificate of Competency/License:	Not applicable to this solicitation
Indemnification/Insurance:	See Section 1.8
Pre-Bid Conference/Walk-Thru:	See Section 1.4

**At the date and time specified above, all bids that have been received in a timely manner will be opened, recorded, and accepted for consideration.** The names of the bidders submitting bids will be read aloud and recorded. The bids will be available for inspection during normal business hours in the Office of Procurement Services thirty (30) calendar days after the official bid due date. When counter-signed by an authorized County representative, this document and any specifically identified attachments may form the contract document binding the parties to all performance specified herein.

**Vendors shall complete and return the entirety of this ITB Document, and attach all other information requested in this ITB document (See Provision 1.13). Failure to sign the bid response, or to submit the bid response by the specified time and date, may be cause for rejection of the bid.**

### NO-RESPONSE REPLY

If any vendor does not want to respond to this solicitation at this time, or, would like to be removed from Lake County's Vendor List, please mark the appropriate space, complete name below and return this page only.

- ☐ Not interested at this time; keep our firm on Lake County's Vendors List for future solicitations for this product / service
- ☐ Please remove our firm from Lake County's Vendor's List for this product / service.

### VENDOR IDENTIFICATION

Company Name: _____	Phone Number: _____
E-mail Address: _____	Contact Person: _____



**Section 1.1: Purpose**

The purpose of this solicitation is to establish a contract for the fabrication, delivery and installation of message center kiosks and sign pedestals for various Lake County Parks and Trails.

**Section 1.2: Designated Procurement Representative**

Questions concerning any portion of this solicitation shall be directed in writing [fax and e-mail accepted] to the below named individual who shall be the official point of contact for this solicitation. To ensure reply, questions should be submitted no later than five (5) working days before the bid due date.

Sandra Rogers, CPPB  
Lake County BCC  
Office of Procurement Services  
315 W. Main Street, Room 441  
PO BOX 7800  
Tavares, FL 32778-7800

Phone : 352.343.9832  
Fax : 352.343.9473  
E-mail: [srogers@lakecountyfl.gov](mailto:srogers@lakecountyfl.gov)

No answers given in response to questions submitted shall be binding upon this solicitation unless released in writing as an addendum to the solicitation by the Lake County Office of Procurement Services.

**Section 1.3: Method of Award – To a Single Vendor**

Award of this contract will be made to the responsive and responsible vendor which submits the lowest price for the items listed in the solicitation. To be considered responsible, a vendor must have successfully completed work similar to that required under this solicitation for a public sector entity within the past three (3) years.

**Section 1.4: Pre-Bid Conference**

Not applicable to this solicitation

**Section 1.4: Examination of Site**

There is no formal pre-bid conference associated with this solicitation. However, prior to submitting its offer, it is recommended that the vendor visit a site of the proposed work and to become familiar with any conditions which may in any manner affect the work to be done or affect the equipment, materials and labor required. The vendor is required to be thoroughly aware regarding any and all conditions and requirements that may in any manner affect the work to be performed under the contract. No additional allowances will be made because of lack of

knowledge of these conditions.

Sites recommended that the vendor visit are noted below:

Ferndale Preserve, CR 455, Ferndale, Florida 34715

North Lake Community Park, 40730 Roger Giles Road, Umatilla 32784

PEAR Park, 4800 University Avenue, Leesburg, Florida 34748

**Section 1.5: Term of Contract – Twelve (12) Months**

This contract shall commence on the first calendar day of the month succeeding approval of the contract by the Board of County Commissioners, or designee, unless otherwise stipulated in the Notice of Award Letter distributed by the County's Office of Procurement Services; and contingent upon the completion and submittal of all required pre-award documents. The initial contract term shall remain in effect for twelve (12) months, and then the contract will remain in effect until completion of the expressed and/or implied warranty period. The contract prices resultant from this solicitation shall prevail for the full duration of the initial contract term unless otherwise indicated elsewhere in this document.

**Section 1.6.: Option to Renew for Four (4) Additional One (1) Year Period(s)**

Prior to, or upon completion, of the initial term of this contract, the County shall have the option to renew this contract for four (4) additional one (1) year period(s). Prior to completion of each exercised contract term, the County may consider an adjustment to price based on changes as published by the U.S. Department of Labor, Bureau of Labor Statistics ([www.bls.gov](http://www.bls.gov)). It is the vendor's responsibility to request in writing any pricing adjustment under this provision. The vendor's written request for adjustment should be submitted thirty (30) calendar days prior to expiration of the then current contract term. The vendor adjustment request must clearly substantiate the requested increase. The written request for adjustment should not be in excess of the relevant pricing index change. If no adjustment request is received from the vendor, the County will assume that the vendor has agreed that the optional term may be exercised without pricing adjustment. Any adjustment request received after the commencement of a new option period shall not be considered.

The County reserves the right to reject any written price adjustments submitted by the vendor and/or to not exercise any otherwise available option period based on such price adjustments. Continuation of the contract beyond the initial period, and any option subsequently exercised, is a County prerogative, and not a right of the vendor. This prerogative will be exercised only when such continuation is clearly in the best interest of the County.

**Section 1.7: Method of Payment – Periodic Invoices For Completed Purchases**

The vendor(s) shall submit invoices to the County user department(s) after each individual purchase has been completed. In addition to the general invoice requirements set forth below, the invoices shall reference, as applicable, the corresponding delivery ticket number, packing slip number, or other acceptance document that was signed by an authorized representative of the County user department at the time the items were delivered and accepted. Submittal of these periodic invoices shall not exceed thirty (30) calendar days from the delivery of the goods or



services. Under no circumstances shall the invoices be submitted to the County in advance of the delivery and acceptance of the items.

All invoices shall contain the contract and/or purchase order number, date and location of delivery or service, and confirmation of acceptance of the goods or services by the appropriate County representative. Failure to submit invoices in the prescribed manner will delay payment, and the vendor may be considered in default of contract and its contract may be terminated. Payments shall be tendered in accordance with the Florida Prompt Payment Act, Part VII, Chapter 218, Florida Statutes.

#### **Section 1.8: Insurance**

Each vendor shall include in its solicitation response package proof of insurance capabilities, including but not limited to, the following requirements: [This does not mean that the vendor must have the coverage prior to submittal, but, that the coverage must be in effect prior to a purchase order or contract being executed by the County.]

An original certificate of insurance, indicating that the awarded vendor has coverage in accordance with the requirements of this section, shall be furnished by the vendor to the Contracting Officer within five (5) working days of such request and must be received and accepted by the County prior to contract execution and/or before any work begins.

The vendor shall provide and maintain at all times during the term of any contract, without cost or expense to the County, policies of insurance, with a company or companies authorized to do business in the State of Florida, and which are acceptable to the County, insuring the vendor against any and all claims, demands or causes of action whatsoever, for injuries received or damage to property relating to the performance of duties, services and/or obligations of the vendor under the terms and provisions of the contract. The vendor is responsible for timely provision of certificate(s) of insurance to the County at the certificate holder address evidencing conformance with the contract requirements at all times throughout the term of the contract.

Such policies of insurance, and confirming certificates of insurance, shall insure the vendor in accordance with the following minimum limits:

General Liability insurance on forms no more restrictive than the latest edition of the Occurrence Form Commercial General Liability policy (CG 00 01) of the Insurance Services Office or equivalent without restrictive endorsements, with the following minimum limits and coverage:

Each Occurrence/General Aggregate	\$1,000,000/2,000,000
Products-Completed Operations	\$2,000,000
Personal & Adv. Injury	\$1,000,000
Fire Damage	\$50,000
Medical Expense	\$5,000
Contractual Liability	Included

Automobile liability insurance, including owned, non-owned, and hired autos with the following

## SECTION 1— SPECIAL TERMS AND CONDITIONS

ITB Number: 14-0405

minimum limits and coverage:

Combined Single Limit	\$1,000,000
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Workers' compensation insurance based on proper reporting of classification codes and payroll amounts in accordance with Chapter 440, Florida Statutes, and/or any other applicable law requiring workers' compensation (Federal, maritime, etc). If not required by law to maintain workers compensation insurance, the vendor must provide a notarized statement that if he or she is injured; he or she will not hold the County responsible for any payment or compensation.

Employers Liability insurance with the following minimum limits and coverage:

Each Accident	\$1,000,000
Disease-Each Employee	\$1,000,000
Disease-Policy Limit	\$1,000,000

Professional liability and/or specialty insurance (medical malpractice, engineers, architect, consultant, environmental, pollution, errors and omissions, etc.) insurance as applicable, with minimum limits of \$1,000,000 and annual aggregate of \$2,000,000.

The following additional coverage must be provided if a dollar value is inserted below:

Loss of Use at coverage value: \$ \_\_\_\_\_  
Garage Keepers Liability at coverage value: \$ \_\_\_\_\_

Lake County, a Political Subdivision of the State of Florida, and the Board of County Commissioners, shall be named as additional insured as their interest may appear on all applicable liability insurance policies.

The certificate(s) of insurance, shall provide for a minimum of thirty (30) days prior written notice to the County of any change, cancellation, or nonrenewal of the provided insurance. It is the vendor's specific responsibility to ensure that any such notice is provided within the stated timeframe to the certificate holder.

If it is not possible for the Vendor to certify compliance, on the certificate of insurance, with all of the above requirements, then the Vendor is required to provide a copy of the actual policy endorsement(s) providing the required coverage and notification provisions.

Certificate(s) of insurance shall identify the applicable solicitation (ITB/RFP/RFQ) number in the Description of Operations section of the Certificate.

Certificate holder shall be:

LAKE COUNTY, A POLITICAL SUBDIVISION OF THE STATE OF  
FLORIDA, AND THE BOARD OF COUNTY COMMISSIONERS.  
P.O. BOX 7800  
TAVARES, FL 32778-7800



Certificates of insurance shall evidence a waiver of subrogation in favor of the County, that coverage shall be primary and noncontributory, and that each evidenced policy includes a Cross Liability or Severability of Interests provision, with no requirement of premium payment by the County.

The Vendor shall be responsible for subcontractors and their insurance. Subcontractors are to provide certificates of insurance to the prime vendor evidencing coverage and terms in accordance with the Vendor's requirements.

All self-insured retentions shall appear on the certificate(s) and shall be subject to approval by the County. At the option of the County, the insurer shall reduce or eliminate such self-insured retentions, or the vendor or subcontractor shall be required to procure a bond guaranteeing payment of losses and related claims expenses.

The County shall be exempt from, and in no way liable for, any sums of money, which may represent a deductible or self-insured retention in any insurance policy. The payment of such deductible or self-insured retention shall be the sole responsibility of the vendor and/or subcontractor providing such insurance.

Failure to obtain and maintain such insurance as set out above will be considered a breach of contract and may result in termination of the contract for default.

Neither approval by the County of any insurance supplied by the vendor or Subcontractor(s), nor a failure to disapprove that insurance, shall relieve the vendor or Subcontractor(s) of full responsibility for liability, damages, and accidents as set forth herein.

#### **Section 1.9: Bonding Requirements**

Not applicable to this solicitation

#### **Section 1.10: Completion of Work From Date Of Purchase Order**

The vendor shall make deliveries within sixty (60) calendar days after the date of the order. All deliveries shall be made in accordance with good commercial practice and all required delivery timeframes shall be adhered to by the vendor except in such cases where the completion date will be delayed due to acts of God, strikes, or other causes beyond the control of the vendor. In these cases, the vendor shall notify the County of the delays in advance of the original completion so that a revised delivery schedule can be appropriately considered by the County.

Should the vendor(s) to whom the contract is awarded fail to complete the work within the number of days stated in its offer, or the "not-to-exceed" timeframe cited above, it is hereby agreed and understood that the County reserves the authority to cancel the contract with the vendor and to secure the services of another vendor to complete the work. If the County exercises this authority, the County shall be responsible for reimbursing the vendor for work which was completed and found acceptable to the County in accordance with the contract specifications. The County may, at its option, demand payment from the vendor, through an

invoice or credit memo, for any additional costs over and beyond the original contract price which were incurred by the County as a result of having to secure the services of another vendor. If the incumbent vendor fails to honor this invoice or credit memo, the County may terminate the contract for default.

#### **Section 1.10.1: Shipping Terms, F.O.B. Destination**

The F.O.B. point for any product ordered as a result of this solicitation shall be **F.O.B.: DESTINATION**. The title for each item will pass from the contractor to the County only after the County receives AND accepts each item. Delivery will not be complete until the County has accepted each item. Delivery to a common carrier shall not constitute delivery to the County. Any transportation dispute shall be between the contractor and the carrier. The County will not consider any bid or proposal showing a F.O.B. point other than F.O.B.: Destination – Inside Delivery.

#### **Section 1.11: Acceptance of Goods or Services**

The product(s) delivered as a result of an award from this solicitation shall remain the property of the contractor, and services rendered under the contract will not be deemed complete, until a physical inspection and actual usage of the product(s) and/or service(s) is (are) accepted by the County and shall be in compliance with the terms herein, fully in accord with the specifications and of the highest quality.

Any goods and/or services purchased as a result of this solicitation and/or contract may be tested/inspected for compliance with specifications. In the event that any aspect of the goods or services provided is found to be defective or does not conform to the specifications, the County reserves the right to terminate the contract or initiate corrective action on the part of the vendor, to include return of any non-compliant goods to the vendor at the vendor's expense, requiring the vendor to either provide a direct replacement for the item, or a full credit for the returned item. The vendor shall not assess any additional charge(s) for any conforming action taken by the County under this clause. The County will not be responsible to pay for any product or service that does not conform to the contract specifications.

In addition, any defective product or service or any product or service not delivered or performed by the date specified in the purchase order or contract, may be procured by the County on the open market, and any increase in cost may be charged against the awarded contractor. Any cost incurred by the County in any re-procurement plus any increased product or service cost shall be withheld from any monies owed to the contractor by the County for any contract or financial obligation.

#### **Section 1.12: Warranty**

The vendor agrees that, unless expressly stated otherwise in the bid or proposal, the product and/or service furnished as a result of an award from this solicitation shall be covered by the most favorable commercial warranty the vendor gives to any customer for comparable quantities of products and/or services and the rights and remedies provided herein are in addition to said



warranty and do not limit any right afforded to the County by any other provision of this solicitation.

The vendor hereby acknowledges and agrees that all materials, except where recycled content is specifically requested, supplied by the vendor in conjunction with this solicitation and resultant contract shall be new, warranted for their merchantability, and fit for a particular purpose.

### **Section 1.13 Delivery and Completion of Solicitation Response**

#### **Section 1.13.1: Delivery of Solicitation Response**

Unless a package is delivered by the vendor in person, all incoming mail from the U.S. Postal Service and any package delivered by a third party delivery organization (FedEx, UPS, DHL, private courier, etc.) will be opened for security and contamination inspection by the Lake County Clerk of the Circuit Court Mail Receiving Center in an off-site secure controlled facility prior to delivery to any Lake County Government facility, which includes the Lake County Office of Procurement Services.

To be considered for award, a bid or proposal must be received and accepted in the Office of Procurement Services prior to the date and time established within the solicitation. A response will not be considered for award if received in the Office of Procurement Services after the official due date and time regardless of when or how it was received by the Lake County Clerk of Court Mail Receiving Center. Allow sufficient time for transportation and inspection.

Each package shall be clearly marked with the applicable solicitation number, title, and company name. Ensure that your bid or proposal is securely sealed in an opaque envelope/package to provide confidentiality of the bid or proposal prior to the due date stated in the solicitation.

If you plan on submitting your bid or proposal **IN PERSON**, please bring it to:

LAKE COUNTY PROCUREMENT SERVICES  
315 W. MAIN STREET  
4TH FLOOR, ROOM 441  
TAVARES, FLORIDA

If you submit your bid or proposal by the **UNITED STATES POSTAL SERVICE (USPS)**, please mail it to:

LAKE COUNTY PROCUREMENT SERVICES  
PO BOX 7800  
TAVARES, FL 32778-7800

If you submit your bid or proposal by a **THIRD PARTY CARRIER** such as FedEx, UPS, or a private courier, please send it to:

LAKE COUNTY PROCUREMENT SERVICES  
MAIL RECEIVING CENTER

32400 COUNTY ROAD 473  
LEESBURG, FL 34788

Facsimile (fax) or electronic submissions (e-mail) will not be accepted.

#### Section 1.13.2: Completion Requirements for Invitation to Bid

Two (2) signed original bids and one (1) complete copy of the bid submitted by the vendor shall be sealed and delivered to the Office of Procurement Services no later than the official bid due date and time. Any bid received after this time will not be considered and will be returned unopened to the submitter. The County is not liable or responsible for any costs incurred by any Bidder in responding to this ITB including, without limitation, costs for product and/or service demonstrations if requested.

When you submit your bid, you are making a binding offer to the County and are agreeing to all of the terms and conditions in this Invitation to Bid. Use only the form(s) provided in this document. If you make any change to the content or format of any form, the County may disqualify your offer. All information shall be legible and either written in ink or typewritten. If you make a correction or change on any document, the person signing the bid proposal must initial the change. The bid shall be manually signed in **BLUE INK** by an official authorized to legally bind the Bidder to its provisions.

**COMPLETION OF BID PACKAGE:** The vendor shall complete all required entries in Section 4 of the bid form such as, but not limited to, pricing pages, signature, certifications, references, and acknowledgement of any solicitation addenda. The vendor shall submit the entire solicitation with all Section 4 entries completed in the number of copies specified to the address specified in this solicitation. The vendor shall also submit any supporting documents (to include proof of insurability and provision of bid bonds as required), samples, and/or descriptive literature required by any of the provisions in Section 2 of the solicitation in a separate sealed envelope / package marked "Literature for Bid (Number).\" Do not indicate bid prices on literature.

#### Specific Completion Directions:

- Pricing shall be completed as directed within Section 4.
- Initial and date in **BLUE INK** the appropriate space(s) for each addendum you received for this ITB.
- Insert any prompt payment discount that you will offer. Note payment is NET 30 DAYS otherwise.
- Complete all certifications included within Section 4 of the solicitation.
- Complete the reference information sheets (include at least three references) contained within the solicitation.
- Complete the vendor information, and sign the bid (IN BLUE INK) in the spaces provided in Section 4 of the solicitation.
- If insurance is required, submit either a certificate of insurance, or evidence of insurability, that is in compliance with the stated insurance requirements.



**Section 1.14: Availability of Contract to Other County Departments**

Although this solicitation is specific to a County Department, it is hereby agreed and understood that any County department or agency may avail itself of this contract and purchase any and all items specified herein from the vendor(s) at the contract price(s) established herein. Under these circumstances, a contract modification shall be issued by the County identifying the requirements of the additional County department(s).

**Section 1.15: Business Hours of Operations**

No deliveries shall take place on Saturday, Sunday, or on any days between the hours of 4:00 P.M. and 8:30 A.M. except when such work is necessary for the proper care and protection of the work already performed, and when permission to do such work is secured from the County Department representative. No overtime work shall be started without prior approval of the immediate project manager or his/her designated representative.

**Section 1.16: Clean-Up**

All unusable materials and debris shall be removed from the premises at the end of each workday, and disposed of in an appropriate manner. Upon final completion, the vendor shall thoroughly clean up all areas where work has been involved as mutually agreed with the associated user department's project manager.

**Section 1.17: Competency of Vendors and Associated Subcontractors**

The County may elect to conduct a pre-award inspection of the vendor's facility during the offer evaluation process. Offers will be considered only from firms which are regularly engaged in the business of providing or distributing the goods and/or performing the services as described in the solicitation, and who can produce evidence of a consistent satisfactory record of performance. Vendors must demonstrate that they have sufficient financial support and organization to ensure that they can satisfactorily execute the contract if awarded under the terms and conditions herein stated. In the event that the vendor intends to sub-contract any part of its work to another vendor, or will obtain the goods specifically offered under this contract from another source of supply; the vendor may be required to verify the competency of its sub-contractor or supplier. The County reserves the right, before awarding the contract, to require a vendor to submit such evidence of its qualifications and the qualifications of its sub-contractor as it may deem necessary. The County may consider any evidence available to it of the financial, technical and other qualifications and abilities of any vendor responding hereunder, including past performance with the County, in determining vendor responsibility for the purposes of selecting a vendor for contract award.

**Section 1.18: "Equal" Product Can be Considered**

If a product or service requested by this ITB has been identified in the specifications by a brand name, and has not been notated as a "No Substitute" item, such identification is intended to be descriptive and not restrictive, and is to indicate the quality and characteristics of product or

service that will be acceptable. Vendors offering an alternate product will be considered for award if such product is clearly identified in the bid or proposal and is determined by the County to fully meet the salient characteristic requirements listed in the specifications. An alternate product will not be considered for any item notated “No Substitute”.

Unless the vendor clearly indicates in its bid or proposal that it is proposing an alternate product, the bid or proposal shall be considered as offering the same brand name referenced in the specifications.

If the vendor proposes to furnish an alternate product or service, the brand name of the product or service to be furnished shall be clearly identified. The evaluation of the bid or proposal and the determination as to acceptability of the alternate product or service shall be the responsibility of the County and will be based upon information furnished by the vendor. The County will not be responsible for locating or securing any information which is not included in the bid or proposal. To ensure that sufficient information is available, the vendor shall furnish as part of the bid or proposal all descriptive material necessary for the County to determine whether the product offered meets the salient characteristics required by the specifications. Failure to do so may be considered a material deviation supportive of rejection of the bid.

#### **Section 1.19: Furnish and Install Requirements**

The specifications and/or statement of work contained within this solicitation describe the various functions and classes of work required as necessary for the completion of the project. Any omissions of inherent technical functions or classes of work within the specifications and/or statement of work shall not relieve the bidder from furnishing, installing or performing such work where required for the satisfactory completion of the project. The vendor shall also be required to provide adequate general user training to County personnel on the appropriate use of the materials or products as and if necessary.

#### **Section 1.20: Local Office Shall be Available**

The vendor shall maintain an office within the geographic boundaries of Lake County(ies). This office shall be staffed by a competent company representative who can be contacted during normal working hours and who is authorized to discuss matters pertaining to the contract.

The County reserves the right to perform an inspection of the local office during the offer evaluation period, and any time during the term of the contract, and to use this inspection as a means for determining the vendor to which award will be made under this solicitation. The acceptability of the size, location, and overall functionality of the service facility shall be determined by the County in consideration of the contract requirements. The County’s best interests shall prevail in this regard, and the decision of the County in this regard shall be final.

#### **Section 1.21: Protection of Property**

All existing structures, utilities, services, roads, trees, shrubbery, and property in which the County has an interest shall be protected against damage or interrupted services at all times by the vendor during the term of this contract; and the vendor shall be held responsible for repairing



or replacing property to the satisfaction of the County which is damaged by reason of the vendor's operation on the property. In the event the vendor fails to comply with these requirements, the County reserves the right to secure the required services and charge the costs of such services back to the vendor.

**Section 1.22: Risk of Loss**

The vendor assumes the risk of loss of damage to the County's property during possession of such property by the vendor, and until delivery to, and acceptance of, that property to the County. The vendor shall immediately repair, replace or make good on the loss or damage without cost to the County, whether the loss or damage results from acts or omissions (negligent or not) of the vendor or a third party.

The vendor shall indemnify and hold the County harmless from any and all claims, liability, losses and causes of action which may arise out of the fulfillment of this contract. The vendor shall pay all claims and losses of any nature whatsoever in connection therewith, and shall defend all suits, in the name of the County when applicable, and shall pay all costs and judgments which may issue thereon.

**Section 1.23: Special Notice to Vendors Regarding Federal and/or State Requirements**

Upon award of a contract resulting from this solicitation, the vendor shall utilize the U.S. Department of Homeland Security's E-Verify system in accordance with the terms governing use of the system to confirm the employment eligibility of:

- 1) All persons employed by the vendor during the term of the contract to perform employment duties within Lake County; and
- 2) All persons, including subcontractors, assigned by the vendor to perform work pursuant to the contract.

**Section 1.24 Public Records.** Pursuant to Section 119.0701, Florida Statutes, the awarded contractor shall comply with the Florida Public Records' laws, and shall:

- 1) Keep and maintain public records that ordinarily and necessarily would be required by the County in order to perform the services identified herein.
- 2) Provide the public with access to public records on the same terms and conditions that the County would provide the records and at a cost that does not exceed the cost provided for by law.
- 3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- 4) Meet all requirements for retaining public records and transfer, at no cost, to the County all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential

and exempt from public records disclosure requirements. All records stored electronically must be provided to the County in a format that is compatible with the information technology systems of the County.

Failure to comply with this section shall be deemed a breach of the contract and enforceable as set forth in Section 119.0701, Florida Statutes.



**SCOPE OF SERVICES**

The purpose of this solicitation is to establish a contract for the design, fabrication, delivery and installation of message center kiosks and sign pedestals for various Lake County Parks and Trails. The goal is to maintain an established unified look as shown in this scope of services and in the attachments.

Contractor shall be responsible to coordinate with Lake County Building Services Division located at 315 W. Main Street, Tavares, Florida for all jobs prior to the installation of the kiosks for any permits and inspections that may be required. Estimated permit fees for each kiosk are \$75.00 and payable to Lake County Building Services. The vendor will be reimbursed for the actual cost of permits that are required under any specific order.

Contractor shall provide products as called for on the contractor-provided drawings. See description of drawings for specific products and manufacturer's specifications.

All kiosks shall meet the latest Florida Building Code requirements.

The contractor shall furnish warranties in writing certifying that the quality of all materials furnished is in accordance with these specifications and in accordance with the original manufacturer's warranties.

**Graphics Standard Manual**

The County has an approved Graphics Standards Manual that refers to the proper use of the logo that shall be adhered to. See attachment 2 for reference.

**Fabrication of Message Center Kiosk:**

- All square tube steel construction or equal
- 6" x 6" steel uprights with slotted steel sign mounts or equal
- Minimum of 7' from bottom of sign panel to bottom of welded rebar anchor
- Brown, black or other color as requested powder coat color uprights
- Green simulated shingle roof
- Tamper-resistant fasteners
- Interchangeable replacement parts
- Accepts 48" x 48" sign panels
- Sign panels: 3/16" thick clear, tamper resistant polycarbonate (Lexan or equivalent) cover
- Sign panel shall accommodate information materials up to 42" W x 40" H x 1/4" thick
- Steel brochure box with lid attaches uprights (brown, black or other color as requested powder coat finish)
- **Vendor to provide color chart with bid response**

Example of multiple configuration schemes:

Single panel kiosk with roof. Approximate dimensions: 61-1/2"W. x 90"H. x 41-1/2" D



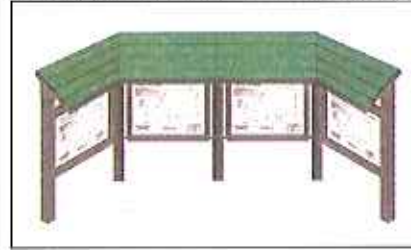
Two panel kiosk with roof. Approximate dimensions: 117"W. x 90"H. x 41-1/2"D



Three panel kiosk with roof. Approximate dimensions: 172-1/2"W. x 90"H. x 41-1/2"D



Four panel kiosk with roof. Approximate dimensions: 228"W x 90" H x 41-1/2"D



Example of panel sign for kiosk:

Approximately 48"W x 48"H, plain brown, 3/4" thick polyethylene tackboard, include hardware.



Sign Pedestal:

- All steel sign pedestal (brown, black or other color as requested powder coat color)
- Approximately 37 1/2" from top to ground
- Pedestal top approximate measurements 18" W x 12" D x 3/16" thick steel or equal
- Pedestal shall have a slope design for easy reading
- Provide welded rebar anchor below ground
- Pedestal panel for sign: 3/16" thick clear, temper resistant polycarbonate (Lexan or equivalent) cover



Example of sign pedestal:

All steel design with polycarbonate sign cover



Registration Box:

- All steel sign pedestal (brown, black or other color as requested powder coat color)
- Approximately 42" from top to ground
- Registration box approximate measurements 14 3/4" W x 14 1/4" D x 1/8" thick steel or equal size
- Approximate size of box: 14" W x 12" D x 1/8" thick steel or equal size
- Approximately to 4" x 4" x 1/8" square tube or equal size
- Registration box shall have a slope design for easy reading
- Registration box panels for sign: Constructed of 1/8" thick steel with a durable powder coat
- Brochure Box – Approximate size of 12" H x 5" W x 5" D, 1/8" thick steel (brown, black or other color as requested powder coat color to match uprights), include all hardware for proper installation

Example of Registration Box:

All steel design, holds books and brochures



## Registration Box Panel for Sign:



## Delivery and Installation:

Contractor shall provide all labor, materials, equipment and incidentals to pick-up, transport, assemble and install message center kiosks and sign pedestals as shown on the drawings and as specified at various Public Lands properties. Final kiosk locations to be determined by staff from the Parks and Trails Division.

## Product Handling:

Contractor shall store in a secure and weather protected area.

## Field Conditions:

Contractor is to verify and coordinate all work to field locations and dimensions. Contractor is responsible for the installation of temporary construction fencing and signage to safely enclose the work area. Park will remain open to the public during installation.

It shall be the responsibility of the contractor to locate underground utilities prior to any excavation for the installation of any item listed in this solicitation.

## Installation:

All furnishings described herein shall be installed by qualified tradesmen and in locations as indicated on plans. Contractor shall assure that all furnishings are installed plumb and level and in accordance with plans and details and manufacturer's specifications.

All concrete shall be hand mixed. No concrete trucks are allowed on Lake County Parks and Trails properties.

## Cleaning:

The Contractor shall perform cleaning of the site during installation of the work and upon completion of the work. The Contractor shall remove from site all excess materials, soil, debris, and equipment and shall repair all damage to the site resulting from the installation.

## Acceptance:

All products shall be inspected by the County for damage and chipped or marred finish. Contractor shall replace any damaged or rejected products at no additional cost to the County.



**3.1 DEFINITIONS**

**Addenda:** A written change to a solicitation.

**Bid:** Shall refer to any offer(s) submitted in response to this Invitation to Bid.

**Bidder:** Shall refer to anyone submitting a bid in response to an Invitation to Bid.

**Contract:** The agreement to perform the services set forth in this solicitation. The contract will be comprised of the solicitation document signed by both parties with any addenda and other attachments specifically incorporated.

**Contractor:** The vendor to which award has been made.

**County:** Shall refer to Lake County, Florida.

**Invitation to Bid (ITB):** Shall mean this solicitation document, including any and all addenda. An ITB contains well-defined terms, conditions, and specifications, and is awarded to the lowest priced responsive and responsible bidder.

**Modification:** A written change to a contract.

**Responsible:** Refers to a bidder that has the capacity and capability to perform the work required under an Invitation to Bid, and is otherwise eligible for award.

**Responsive:** Refers to a bidder that has taken no exception or deviation from the terms, conditions, and specifications set forth in an Invitation to Bid.

**Solicitation:** The written document requesting either bids or proposals from the marketplace.

**Vendor:** A general reference to any entity responding to this solicitation or performing under any resulting contract.

The County has established that the words "shall", "must", or "will" are equivalent within this ITB and indicate a mandatory requirement which shall not be waived by the County.

**3.2 INSTRUCTIONS TO BIDDERS****A. Bidder Qualification**

It is the policy of the County to encourage full and open competition among all available qualified vendors. All vendors regularly engaged in the type of work specified in the solicitation are encouraged to submit bids. To be recommended for award the County requires that vendors provide evidence of compliance with the requirements below upon request.

1. Disclosure of Employment
2. Disclosure of Ownership
3. Drug-Free Workplace
4. W-9 and 8109 Forms – The vendor must furnish these forms upon request as required by the Internal Revenue Service.
5. Social Security Number – The vendor must provide a copy of the primary owner's social security card if the social security number is being used in lieu of the Federal Identification Number (F.E.I.N.)
6. Americans with Disabilities Act (A.D.A.)
7. Conflict of Interest
8. Debarment Disclosure Affidavit
9. Nondiscrimination
10. Family Leave
11. Antitrust Laws – By acceptance of any contract, the vendor agrees to comply with all applicable antitrust laws.

**B. Public Entity Crimes**

Pursuant to Section 287.133(2)(a) of the Florida Statutes, a person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 of the Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

**C. Request for Additional Information**

Any communication or inquiries, except for clarification of process or procedure already contained in the solicitation, are to be made in

writing to the attention of the procurement representative identified in the solicitation no later than five (5) working days prior to the bid due date. Such inquiries shall contain the requester's name, address, and telephone number. The Procurement Services Office may issue an addendum in response to any inquiry received, prior to bid opening, which changes, adds to, or clarifies the terms, provisions, or requirements of the solicitation. The bidder should not rely on any statement or explanation whether written or verbal, other than those made in this solicitation document or in any addenda issued. Where there appears to be a conflict between this solicitation and any addenda, the last addendum issued shall prevail. It is the bidder's responsibility to ensure receipt and to acknowledge all addenda and any accompanying documentation. Failure to acknowledge each addendum may prevent the bid from being considered for award.

**D. Contents of Solicitation and Bidders' Responsibilities**

It is the responsibility of the bidder to become thoroughly familiar with the requirements, terms, and conditions of this solicitation. Stated unawareness of contractual terms and conditions will not be accepted as a basis for varying the requirements of the County or the amount to be paid to the vendor.

**E. Restricted Discussions**

From the date of issuance of this solicitation until final County action, vendors should not discuss the solicitation with any employee, agent, or any other representative of the County except as authorized by the designated procurement representative. The only communications that shall be considered pertinent to this solicitation are written documents from the vendor addressed to the designated procurement representative and relevant documents promulgated by the designated procurement representative.

**F. Change to, Withdrawal of, or Mistake in, Bid**

**Changes to Bid** - Prior to bid opening, a bidder may change its bid by submitting a new bid with notice on the firm's letterhead, signed by an authorized agent, stating that the new submittal replaces the original submittal. The new submittal shall contain all information as required for submitting the original bid.

**Withdrawal of Bid** - A bid may be withdrawn, either physically or by written notice, at any time prior to the bid due date. If withdrawn by written notice, that notice must be addressed to, and received by, the designated procurement representative prior to the bid due date and time. A bid may also be withdrawn after expiration of the specified bid acceptance period, and prior to award, by submitting a letter to the designated procurement representative. The withdrawal letter must be on company letterhead and signed by an authorized agent of the bidder.

**Mistake in Bid** - Any allegation of mistake in Bid shall be treated on a case-by-case basis. It is to be assumed that any alteration in bid price after receipt of bids will be exceptional in nature, and will be allowed only when substantiated by current legal precedence.

**G. Conflicts within the Solicitation**

Where there appears to be a conflict between contractual terms and conditions, the technical specifications, the pricing section, or any addendum issued, the order of precedence shall be: last addendum issued, the pricing section, the technical specifications, the special, and then general conditions. It is incumbent upon the vendor to identify such conflicts prior to the bid response date.

**H. Prompt Payment Terms**

It is the policy of the County that payment for all purchases by County agencies shall be made in a timely manner and that interest payments will be made on late payments in accordance with Part VII, Chapter 218, Florida Statutes, known as the Florida Prompt Payment Act. The bidder may offer cash discounts for prompt payments; however, such discounts will not be considered in determining the lowest price during bid evaluation. Bidders are requested to provide prompt payment terms in the space provided on the signature page of the solicitation.

**3.3 PREPARATION OF BIDS**

- A. The Pricing Section of this solicitation defines the goods or services to be purchased, and must be completed and submitted with the bid. Use of any other form or alteration of



the form may result in the rejection of the bid.

- B. The bid submitted must be legible, and completed using typewriter, computer or ink. Any entry change must be crossed out and initialed in ink. Failure to comply with these requirements may cause the bid to be rejected.
- C. An authorized agent of the bidder's firm must sign the bid. **FAILURE TO SIGN THE BID MAY RENDER THE BID NON-RESPONSIVE.**
- D. The bidder may be considered non-responsive if bids are conditioned to modifications, changes, or revisions to the terms and conditions of this solicitation.
- E. The bidder may submit alternate bid(s) for the same solicitation provided that such offer is allowable under the terms and conditions. The alternate bid must meet or exceed the minimum requirements and be submitted as a separate bid marked "Alternate Bid".
- F. When there is a discrepancy between the unit prices and any extended prices, the unit prices will prevail.
- G. Any bid received after the stipulated bid due date and time through no fault of the County will be considered late, and except under the most exceptional circumstances, not be considered for award.
- H. Unless otherwise specified in the solicitation, prices quoted shall be F.O.B. Destination.

### 3.4 COLLUSION

Where two (2) or more related parties, as defined herein, each submit a bid for the same contract, or evidence any prior understanding, agreement, or connection in such regard, such bids shall be presumed to be collusive. Related parties shall mean bidder or principals thereof that have a direct or indirect ownership interest in another bidder for the same contract or in which a parent company or the principals thereof of one bidder have a direct or indirect ownership interest in another bidder for the same contract. Bids found to be collusive shall be rejected. Bidders which have been found to have engaged in collusion may be considered non-responsive, and may be suspended or debarred. Any contract resulting from collusive bidding may be terminated for default.

### 3.5 PROHIBITION AGAINST CONTINGENT FEES

The vendor warrants that they have not employed or retained any company or person, other than a bona fide employee working solely for the vendor to solicit or secure the contract and that they have not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for the vendor, any consideration contingent upon or resulting from the award or making of the contract.

### 3.6 CONTRACTING WITH COUNTY EMPLOYEES

Any County employee or member of his or her immediate family seeking to contract with the County shall seek a conflict of interest opinion from the County Attorney prior to submittal of a response to contract with the County. The affected employee shall disclose the employee's assigned function within the County and interest or the interest of his or her immediate family in the proposed contract and the nature of the intended contract.

### 3.7 INCURRED EXPENSES

This solicitation does not commit the County to award nor be responsible for any cost or expense which may be incurred by any bidder in preparing or submitting a bid, or any cost or expense incurred prior to the execution of a purchase order or contract.

### 3.8 COUNTY IS TAX-EXEMPT

When purchasing on a direct basis, the County is generally exempt from Federal Excise Taxes and all State of Florida sales and use taxes. The County will provide an exemption certificate upon request by the seller for such purchases. Except for item(s) specifically identified by the vendor and accepted by the County for direct County purchase under the Sales Tax Recovery Program, Contractors doing business with the County are not exempt from

paying sales tax to their suppliers for materials to fulfill contractual obligations with the County, nor shall any contractor be authorized to use any of the County's Tax Exemptions in securing such materials.

### 3.9 PROPRIETARY/CONFIDENTIAL INFORMATION

Bidders are hereby notified that all information submitted as part of a bid will be available for public inspection in compliance with Chapter 119 of the Florida Statutes (the "Public Record Act."). The bidder should not submit any information which the bidder considers proprietary or confidential. The submission of any information to the County in connection with any solicitation shall be deemed conclusively to be a waiver of any protection from release of the submitted information unless such information is exempt or confidential under the Public Records Act.

### 3.10 CANCELLATION OF SOLICITATION

The County reserves the right to cancel, in whole or in part, any Invitation to Bid when it is in the best interest of the County.

### 3.11 AWARD

- A. Unless otherwise allowed by statute or ordinance, award will be made to the lowest priced responsive and responsible bidder. The County reserves the right to reject any and all bids, to waive non-material irregularities or technicalities and to re-advertise for all or any part of this solicitation as deemed in its best interest. The County shall be the sole judge of its best interest.
- B. When there are multiple line items in a solicitation, the County reserves the right to award on an individual item basis, any combination of items, total low bid or in whichever manner deemed in the best interest of the County. This provision specifically supersedes any method of award criteria stated in the solicitation when such action is clearly necessary to protect the best interests of the County.
- C. The County reserves the right to reject any and all bids if it is determined that prices are excessive or determined to be unreasonable, or it is otherwise determined to be in the County's best interest to do so.
- D. The County reserves the right to negotiate prices with the low bidder, provided that the scope of work is not amended.
- E. Award will only be made to firms that satisfy all legal requirements to do business with the County. The County may conduct a pre-award inspection of the bidder's site or conduct a pre-award qualification meeting to determine the responsibility and capacity of the bidder to perform. Award may be predicated on compliance with and submittal of all required documents as stipulated in the solicitation.
- F. The bidder's performance as prime or subcontractor on previous County contracts shall be taken into account in evaluating the responsibility of a responding bidder.
- G. The Director of Procurement Services will decide all tie bids in consonance with current written procedure in that regard.
- H. A vendor wishing to protest any award decision resulting from this solicitation shall do as provided for in the County's Purchasing Procedure Manual.

### 3.12 GENERAL CONTRACT CONDITIONS

The contract shall be binding upon and shall inure to the benefit of each of the parties and of their respective successors and permitted assigns. The contract may not be amended, released, discharged, rescinded or abandoned, except by a written instrument duly executed by each of the parties hereto. The failure of any party hereto at any time to enforce any of the provisions of the contract will in no way constitute or be construed as a waiver of such provision or of any other provision hereof, nor in any way affect the validity of, or the right thereafter to enforce, each and every provision of the contract. Any dispute arising during the course of contract performance that is not readily rectified by coordination between the vendor and the County user department shall be referred to Procurement Services office for resolution.



**3.13 OTHER AGENCIES**

With the consent of the vendor, other agencies may make purchases in accordance with the contract. Such purchases shall be governed by the same terms and conditions as stated herein with the exception of the change in agency name.

**3.14 CONTRACT EXTENSION**

The County has the unilateral option to extend a contract for up to ninety (90) calendar days beyond the current contract period. In such event, the County will notify the vendor(s) in writing of such extensions. The contract may be extended beyond the initial ninety (90) day extension upon mutual agreement between the County and the vendor(s). Exercise of the above options requires the prior approval of the Director of Procurement Services.

**3.15 WARRANTY**

All warranties express and implied, shall be made available to the County for goods and services covered by this solicitation. All goods furnished shall be fully guaranteed by the vendor against factory defects and workmanship. At no expense to the County, the vendor shall correct any and all apparent and latent defects that may occur within the manufacturer's standard warranty period. The special conditions of the solicitation may supersede the manufacturer's standard warranty.

**3.16 ESTIMATED QUANTITIES**

Estimated quantities or dollars are for bidder's guidance only. No guarantee is expressed or implied as to quantities or dollar value that will be used during the contract period. The County is not obligated to place any order for a given amount subsequent to the award of this solicitation. The County may use estimated quantities in the award evaluation process. Estimated quantities do not contemplate or include possible additional quantities that may be ordered by other entities that may utilize this contract. In no event shall the County be liable for payments in excess of the amount due for quantities of goods or services actually ordered.

**3.17 NON-EXCLUSIVITY**

It is the intent of the County to enter into an agreement that will satisfy its needs as described within this solicitation. However, the County reserves the right to perform, or cause to be performed, all or any of the work and services herein described in the manner deemed to represent its best interests. In no case will the County be liable for billings in excess of the quantity of goods or services actually provided under this contract.

**3.18 CONTINUATION OF WORK**

Any work that commences prior to, and will extend, beyond the expiration date of the current contract period shall, unless terminated by mutual written agreement between the County and the vendor, continue until completion without change to the then current prices, terms and conditions.

**3.19 LAWS, RULES, REGULATIONS AND LICENSES**

The vendor shall comply with all federal, state, and local laws and regulations applicable to provision of the goods and/or services specified in this solicitation. During the term of the contract the vendor assures that it is in compliance with Title VII of the 1964 Civil Rights Act, as amended, and the Florida Civil Rights Act of 1992, in that the vendor does not on the grounds of race, color, national origin, religion, sex, age, disability or marital status, discrimination in any form or manner against the end/or employees or applicants for employment. The vendor understands that any contract is conditioned upon the veracity of this statement.

**3.20 SUBCONTRACTING**

Unless otherwise stipulated herein, the vendor shall not subcontract any portion of the work without the prior written consent of the County. Subcontracting without the prior consent of the County may result in termination of the contract for default.

**3.21 ASSIGNMENT**

The vendor shall not assign or transfer any contract resulting from this solicitation, including any rights, title or interest therein, or its power to execute such contract to any person, company or corporation without the prior written consent of the County. This provision specifically includes any acquisition or hostile takeover of the awarded vendor. Failure to comply in this regard may result in termination of the contract for default.

**3.22 RESPONSIBILITY AS EMPLOYER**

The employee(s) of the vendor shall be considered at all times its employee(s), and not an employee(s) or agent(s) of the County. The contractor shall provide employee(s) capable of performing the work as required. The County may require the contractor to remove any employee it deems unacceptable. All employees of the contractor may be required to wear appropriate identification.

**3.23 INDEMNIFICATION**

To the extent permitted by law, the vendor shall indemnify and hold harmless the County and its officers, employees, agents and instrumentalities from any and all liability, losses or damages, including attorney's fees and costs of defense, which the County or its officers, employees, agents or instrumentalities may incur as a result of claims, demands, suits, causes of actions or proceedings of any kind or nature arising out of, relating to or resulting from the performance of the agreement by the vendor or its employees, agents, servants, partners, principals or subcontractors. The vendor shall pay all claims and losses in connection therewith, and shall investigate and defend all claims, suits or actions of any kind or nature in the name of the County, where applicable, including appellate proceedings, and shall pay all costs, judgments, and attorney's fees which may be incurred thereon. The vendor expressly understands and agrees that any insurance protection required by this Agreement or otherwise provided by the vendor shall in no way limit the responsibility to indemnify, keep and save harmless and defend the County or its officers, employees, agents and instrumentalities as herein provided.

**3.24 MODIFICATION OF CONTRACT**

Any contract resulting from this solicitation may be modified by mutual consent of duly authorized parties, in writing through the issuance of a modification to the contract and/or purchase order as appropriate. This presumes the modification itself is in compliance with all applicable County procedures.

**3.25 TERMINATION FOR CONVENIENCE**

The County, at its sole discretion, reserves the right to terminate this contract upon thirty (30) days written notice. Upon receipt of such notice, the vendor shall not incur any additional costs under this contract. The County shall be liable only for reasonable costs incurred by the vendor prior to notice of termination. The County shall be the sole judge of "reasonable costs."

**3.26 TERMINATION DUE TO UNAVAILABILITY OF CONTINUING FUNDING**

When funds are not appropriated or otherwise made available to support continuation of performance in a current or subsequent fiscal year, the contract shall be cancelled and the vendor shall be reimbursed for the reasonable value of any non-recurring costs incurred amortized in the price of the supplies or services/tasks delivered under the contract.

**3.27 TERMINATION FOR DEFAULT**

The County reserves the right to terminate this contract, in part or in whole, or effect other appropriate remedy in the event the vendor fails to perform in accordance with the terms and conditions stated herein. The County further reserves the right to suspend or debar the vendor in accordance with the County ordinances, resolutions and/or administrative orders. The vendor will be notified by letter of the County's intent to terminate. In the event of termination for default, the County may procure the



required goods and/or services from any source and use any method deemed in its best interest. All re-procurement cost shall be borne by the vendor.

### 3.28 FRAUD AND MISREPRESENTATION

Any individual, corporation or other entity that attempts to meet its contractual obligations through fraud, misrepresentation or material misstatement, may be debarred for up to five (5) years. The County as a further sanction may terminate or cancel any other contracts with such individual, corporation or entity with such vendor held responsible for all direct or indirect costs associated with termination or cancellation, including attorney's fees.

### 3.29 RIGHT TO AUDIT

The COUNTY reserves the right to require CONTRACTOR to submit to an audit by any auditor of the COUNTY's choosing. CONTRACTOR shall provide access to all of its records which relate directly or indirectly to this Agreement at its place of business during regular business hours. CONTRACTOR shall retain all records pertaining to this Agreement and upon request make them available to the COUNTY for three (3) years following expiration of the Agreement. CONTRACTOR agrees to provide such assistance as may be necessary to facilitate the review or audit by the COUNTY to ensure compliance with applicable accounting and financial standards. Additionally, CONTRACTOR agrees to include the requirements of this provision in all contracts with subcontractors and material suppliers in connection with the work performed hereunder. If an audit inspection or examination pursuant to this section discloses overpricing or overcharges of any nature by the CONTRACTOR to the COUNTY in excess of one percent (1%) of the total contract billings, in addition to making adjustments for the overcharges, the reasonable actual cost of the COUNTY's audit shall be reimbursed to the COUNTY by the CONTRACTOR. Any adjustments and/or payments which must be made as a result of any such audit or inspection of the CONTRACTOR's invoices and/or records shall be made within a reasonable amount of time, but in no event shall the time exceed ninety (90) days, from presentation of the COUNTY's audit findings to the CONTRACTOR.

### 3.30 PUBLIC RECORDS/ COPYRIGHTS

All electronic files, audio and/or video recordings, and all papers pertaining to any activity performed by the vendor for or on behalf of the County shall be the property of the County and will be turned over to the County upon request. In accordance with Chapter 119, Florida Statutes, each file and all papers pertaining to any activities performed for or on behalf of the County are public records available for inspection by any person even if the file or paper resides in the vendor's office or facility. The vendor shall maintain the files and papers for not less than three (3) complete calendar years after the project has been completed or terminated, or in accordance with any grant requirements, whichever is longer. Prior to the close out of the Contract, the vendor shall appoint a records custodian to handle any records request and provide the custodian's name and telephone number(s) to the County.

Any copyright derived from this Agreement shall belong to the author. The author and the CONSULTANT shall expressly assign to the COUNTY nonexclusive, royalty free rights to use any and all information provided by the CONSULTANT in any deliverable and/or report for the COUNTY's use which may include publishing in COUNTY documents and distribution as the COUNTY deems to be in the COUNTY's best interests. If anything included in any deliverable limits the rights of the COUNTY to use the information, the deliverable shall be considered defective and not acceptable and the CONSULTANT will not be eligible for any compensation.

### 3.31 GOVERNING LAWS

The interpretation, effect, and validity of any contract(s) resulting from this solicitation shall be governed by the laws and regulations of the State of Florida, and Lake County, Florida. Venue of any

court action shall be in Lake County, Florida. In the event that a suit is brought for the enforcement of any term of the contract, or any right arising there from, the parties expressly waive their respective rights to have such action tried by jury trial and hereby consent to the use of non-jury trial for the adjudication of such suit.

### 3.32 STATE REGISTRATION REQUIREMENTS

Any corporation submitting a bid in response to this ITB shall either be registered or have applied for registration with the Florida Department of State in accordance with the provisions of Chapter 607, Florida Statutes. A copy of the registration/ application may be required prior to award of a contract. Any partnership submitting a bid in response to this ITB shall have complied with the applicable provisions of Chapter 620, Florida Statutes. For additional information on these requirements, please contact the Florida Secretary of State's Office, Division of Corporations, 800.755.5111 (<http://www.dns.state.fl.us>).

### 3.33 PRIME CONTRACTOR

The vendor awarded the contract shall act as the prime contractor and shall assume full responsibility for successful performance of the contract. The vendor shall be considered the sole point of contact with regard to meeting all requirements of the contract. All subcontractors will be subject to advance review by the County in regards to competency and security concerns. After the award of the contract no change in subcontractors will be made without the consent of the County. The vendor shall be responsible for all insurance, permits, licenses, and related matters for any and all subcontractors. Even if the subcontractor is self-insured, the County may require the contractor to provide any insurance certificates required by the work to be performed.

### 3.34 FORCE MAJEURE

The parties will exercise every reasonable effort to meet their respective obligations hereunder, but shall not be liable for delays resulting from force majeure or other causes beyond their reasonable control, including, but not limited to, compliance with revisions to Government law or regulation, acts of nature, acts or omissions of the other party, fires, strikes, national disasters, wars, riots, transportation problems and/or any other cause whatsoever beyond the reasonable control of the parties. Any such cause may be cause for appropriate extension of the performance period.

### 3.35 NO CLAIM FOR DAMAGES

No claim for damages or any claim other than for an extension of time shall be made or asserted against the County because of any delays. No interruption, interference, inefficiency, suspension, or delay in the commencement or progress of the Work shall relieve the vendor of duty to perform, or give rise to any right to damages or additional compensation from the County. The vendor's sole remedy shall be the right to seek an extension to the contract time. However, this provision shall not preclude recovery of damages by the vendor for hindrances or delays due solely to fraud, bad faith, or active interference on the part of the County.

### 3.36 TRUTH IN NEGOTIATION CERTIFICATE

For all agreements exceeding \$150,000, the firm awarded the agreement may be required to execute a truth in negotiation certificate stating that the wage rates and other factual unit costs are accurate, complete and current, at the time of contracting.

### 3.37 GRANT FUNDING

In the event any part of the contract is to be funded by federal, state, or other local agency monies, the vendor hereby agrees to comply with all requirements of the funding entity applicable to the use of the monies, including full application of requirements involving the use of minority firms, women's business enterprises, and labor surplus area firms. Vendors are advised that payments under the contract may be withheld pending completion and submission of all required forms and documents required of the vendor pursuant to the grant funding requirements.



**ITB TITLE:** Design, Fabrication, Delivery and Installation of Message Center Kiosks and Sign Pedestals for Parks and Trails Division

**NOTES:**

- When purchasing on a direct basis, Lake County is exempt from all taxes (Federal, State, Local). A Tax Exemption Certificate will be furnished upon request for such purchases. **However, the vendor will be responsible for payment of taxes on all materials purchased by the vendor for incorporation into the project (see provision 3.8 for further detail).**
- The vendor shall not alter or amend any of the information (including, but not limited to stated units of measure, item description, or quantity) stated in the Pricing Section. If any quantities are stated in the pricing section as being "estimated" quantities, vendors are advised to review the "Estimated Quantities" clause contained in Section 3 of this solicitation.
- Any bid containing a modifying or "escalator" clause not specifically allowed for under the solicitation will not be considered.
- All pricing shall be FOB Destination unless otherwise specified in this solicitation document.
- All pricing submitted shall remain valid for a 90 day period. By signing and submitting a response to this solicitation, the vendor has specifically agreed to this condition.
- Vendors are advised to visit our website at <http://www.lakecountycl.gov> and register as a potential vendor. Vendors that have registered on-line receive an e-mail notice when the County issues a solicitation matching the commodity codes selected by a vendor during the registration process.

**ACKNOWLEDGEMENT OF ADDENDA**

**INSTRUCTIONS:** Complete Part I or Part II, whichever applies

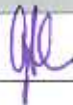
**Part I:**

The bidder must list below the dates of issue for each addendum received in connection with this ITB:

Addendum #1, Dated: \_\_\_\_\_  
 Addendum #2, Dated: \_\_\_\_\_  
 Addendum #3, Dated: \_\_\_\_\_  
 Addendum #4, Dated: \_\_\_\_\_

**Part II:**

☒ No Addendum was received in connection with this ITB.



## PRICING SECTION

No guarantee is expressed or implied as to the quantities or dollar amounts that will be used during the contract period. In no event shall Lake County be liable for payments in excess of the amount due for quantities for goods or services actually ordered. Prices and payments shall be full compensation for all work as specified in Section 2, Scope of Services.

Vendor shall provide lump sum price to include all required design, fabrication, and delivery/installation effort. Permit cost to be paid separately.

Line	Item Description	Unit	Range of Quantity	Unit Price
1	Single Panel Kiosk with Roof	Ea	1 through 5	2225 <sup>00</sup>
2	Single Panel Kiosk with Roof	Ea	6 through 10	2090 <sup>00</sup>
3	Single Panel Kiosk with Roof	Ea	11 through 20	1440 <sup>00</sup>
4	Two Panel Kiosk with Roof	Ea	1 through 5	3145 <sup>00</sup>
5	Two Panel Kiosk with Roof	Ea	6 through 10	2450 <sup>00</sup>
6	Two Panel Kiosk with Roof	Ea	11 through 20	2825 <sup>00</sup>
7	Three Panel Kiosk with Roof	Ea	1 through 5	4665 <sup>00</sup>
8	Three Panel Kiosk with Roof	Ea	6 through 10	4340 <sup>00</sup>
9	Three Panel Kiosk with Roof	Ea	11 through 20	4245 <sup>00</sup>
10	Four Panel Kiosk with Roof	Ea	1 through 5	5900 <sup>00</sup>
11	Four Panel Kiosk with Roof	Ea	6 through 10	5607 <sup>00</sup>
12	Four Panel Kiosk with Roof	Ea	11 through 20	5375 <sup>00</sup>
13	Single Sided 48" x 48" Panel Sign for Kiosk	Ea	1 through 5	1655 <sup>00</sup>
14	Single Sided 48" x 48" Panel Sign for Kiosk	Ea	6 through 10	1585 <sup>00</sup>
15	Single Sided 48" x 48" Panel Sign for Kiosk	Ea	11 through 20	1525 <sup>00</sup>
16	Brochure Box with Lid for Kiosk	Ea	1 through 5	175 <sup>00</sup>
17	Brochure Box with Lid for Kiosk	Ea	6 through 10	160 <sup>00</sup>
18	Brochure Box with Lid for Kiosk	Ea	11 through 20	146 <sup>00</sup>
19	Steel Sign Pedestal	Ea	1 through 5	515 <sup>00</sup>
20	Steel Sign Pedestal	Ea	6 through 10	500 <sup>00</sup>
21	Steel Sign Pedestal	Ea	11 through 20	480 <sup>00</sup>
22	Pedestal Panel for Sign	Ea	1 through 5	50 <sup>00</sup>
23	Pedestal Panel for Sign	Ea	6 through 10	45 <sup>00</sup>
24	Pedestal Panel for Sign	Ea	11 through 20	40 <sup>00</sup>
25	Registration Box	Ea	1 through 5	515 <sup>00</sup>
26	Registration Box	Ea	6 through 10	500 <sup>00</sup>
27	Registration Box	Ea	11 through 20	480 <sup>00</sup>
28	Registration Box Panel for Sign	Ea	1 through 5	50 <sup>00</sup>
29	Registration Box Panel for Sign	Ea	6 through 10	45 <sup>00</sup>
30	Registration Box Panel for Sign	Ea	11 through 20	40 <sup>00</sup>

Total of Fabrication and Delivery and Installation

53,907<sup>00</sup>



**By Signing this Bid the Bidder Attests and Certifies that:**

- It satisfies all legal requirements (as an entity) to do business with the County.
- The undersigned vendor acknowledges that award of a contract may be contingent upon a determination by the County that the vendor has the capacity and capability to successfully perform the contract.
- The bidder hereby certifies that it understands all requirements of this solicitation, and that the undersigned individual is duly authorized to execute this bid document and any contract(s) and/or other transactions required by award of this solicitation.

**Purchasing Agreements with Other Government Agencies**

This section is optional and will not affect contract award. If Lake County awarded you the proposed contract, would you sell under the same terms and conditions, for the same price, to other governmental agencies in the State of Florida? Each governmental agency desiring to accept to utilize this contract shall be responsible for its own purchases and shall be liable only for materials or services ordered and received by it. ☐ Yes ☒ No (Check one)

**Certification Regarding Felony Conviction**

Has any officer, director, or an executive performing equivalent duties, of the bidding entity been convicted of a felony during the past ten (10) years? ☐ Yes ☒ No (Check one)

**Reciprocal Vendor Preference:**

Vendors are advised the County has established, under Lake County Code, Chapter 2, Article VII, Sections 2-221 and 2-222; a process under which a local vendor preference program applied by another county may be applied in a reciprocal manner within Lake County. The following information is needed to support application of the Code:

1. Primary business location of the responding vendor (city/state): TAVARES, FL
2. Does the responding vendor maintain a significant physical location in Lake County at which employees are located and business is regularly transacted: ☒ Yes ☐ No If "yes" is checked, provide supporting detail: SPENCER FABRICATIONS, INC. HAS A 20,000 SQ FT FACILITY AND EMPLOYEES 33 PEOPLE IN TAVARES, FL.

**Conflict of Interest Disclosure Certification**

Except as listed below, no employee, officer, or agent of the firm has any conflicts of interest, real or apparent, due to ownership, other clients, contracts, or interests associated with this project; and, this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same services, and is in all respects fair and without collusion or fraud.

NO EXCEPTIONS

DUNS Number (Insert if this action involves a federal funded project): \_\_\_\_\_

**General Vendor Information and Bid Signature:**

Firm Name: SPENCER FABRICATIONS, INC.  
 Street Address: 29511 COUNTY ROAD 561, TAVARES, FL 32778  
 Mailing Address (if different): SAME  
 Telephone No.: (352) 343-0014 Fax No.: (352) 343-8899 E-mail: gleonard@spenfab.com  
 FEIN No. 591-13224843 Prompt Payment Terms: 1 % 10 days, net 30  
 Signature: [Signature] Date: 9/24/13  
 Print Name: GREG S. LEONARD Title: OWNER

**Award of Contract by the County: (Official Use Only)**

By signature below, the County confirms award to the above-identified vendor under the above identified solicitation. A separate purchase order will be generated by the County to support the contract.

**Vendor awarded as:**

- ☒ Sole vendor ☐ Pre-qualified pool vendor based on price  
☐ Pre-qualified pool vendor (spot bid) ☐ Primary vendor for items: \_\_\_\_\_  
☐ Secondary vendor for items: \_\_\_\_\_ ☐ Other status: \_\_\_\_\_

Signature of authorized County official: Sandra Rogers Date: 10-08-13  
 Printed name: Sandra Rogers Title: Contracting Officer

**THE FOLLOWING DOCUMENTS ARE ATTACHED**

**Attachment 1: Work References**

**Attachment 2: Park Locations**

**Attachment 3: Graphics Standard Manual**



## WORK REFERENCES

Agency	LAKE COUNTY DEPT OF PUBLIC RESOURCES - PARKS & TRAILS DIV
Address	P.O. Box 7800, 12424 COUNTY LANDFILL RD
City, State, ZIP	TAVARES, FL 32778
Contact Person	BOBBY BONILLA
Telephone	(352) 253 - 4950
Date(s) of Service	JULY '08 TO PRESENT
Type of Service	CURRENT PROVIDER OF MESSAGE CENTER KIOSKS
Comments:	

Agency	CENTRAL FLORIDA REGIONAL TRANSPORTATION AUTHORITY (LYNX)
Address	455 N. GARLAND AVE
City, State, ZIP	ORLANDO, FL 32801
Contact Person	JEFF REINE
Telephone	(407) 841 - 2279
Date(s) of Service	OCT '05 TO PRESENT
Type of Service	CURRENT PROVIDER OF LYNX STYLE BUS SHELTERS
Comments:	

Agency	PCL CONSTRUCTION SERVICES, INC.
Address	6675 WESTWOOD BLVD, SUITE 200
City, State, ZIP	ORLANDO, FL 32821
Contact Person	BLAKE HOLTON
Telephone	(407) 363 - 0059
Date(s) of Service	FEB '13 TO PRESENT
Type of Service	PROVIDER OF BUS SHELTERS & KIOSKS FOR NEW LYNX BRT
Comments:	

**Lake County Parks and Trails Division**  
**Parks, Trails, Boat Ramps, Blueways, Public Lands, Cemeteries**

**Parks**

	Name	Location
1	Astor Lions Park	54835 Alco Road, Astor FL 32102
2	Carlton Village Park	40201 Orange Circle, Lady Lake FL 32159
3	East Lake Community Park	24809 Wallick Road, Sorrento, FL 32776
4	Femdale Preserve	19220 CR 455, Femdale FL 34715
5	Haynes Creek Park	34606 South Haines Creek Rd, Leesburg FL 34788
6	Lake Idamere Park	12335 CR 448, Tavares FL 32778
7	Lake Jem Park & Boat Ramp	16141 CR 448, Tavares FL 32778
8	Lake Joanna Park	33415 East Lake Joanna Drive, Eustis FL 32726
9	Lake Mack Park	21235 Lake Drive, DeLand, FL 32720
10	Lake Thomas Cove Park	3020 Thomas Cove Drive, Clermont FL 34736
11	Marsh Park & Boat Ramp	36545 Yale Retreat Road, Eustis FL 32726
12	McTureous Memorial Park	42100 State Road 19, Altoona FL 32702
13	Minnola Athletic Complex	1300 Fosgate Road, Minnola FL 34715
14	Mt. Plymouth Park	31300 Lachmore Circle, Mt. Plymouth FL 32776
15	North Lake Community Park	40730 Roger Giles Road, Umatilla FL 32784
16	Paisley Community Park	24956 County Road 42, Paisley FL 32767
17	Palatka River Park & Boat Ramp	12325 Hull Road, Clermont FL 34711
18	P.E.A.R. Park	4800 University Avenue, Leesburg FL 34748
	P.E.A.R. Park Gateway	26701 US Highway 27, Leesburg FL 34748
19	Pine Forest Park	32520 State Road 44, DeLand FL 32720
20	Scott Park	25633 Aberdovey Avenue, Mt. Plymouth FL 32776
21	Sorrento Park	31535 Church Street, Sorrento FL 32776
22	South Umatilla Park	17107 Ball Park Road, Umatilla FL 32784
23	Spring Lake Park	36209 North Spring Lake Blvd., Fruitland Park, FL 34731
24	Sylvan Shores Park	1540 Morningside Drive, Mount Dora FL 32757
25	Trout Lake Park	45 East Laurel Oak Drive, Eustis FL 32726
26	Twin Lakes Park	35303 CR 473, Leesburg FL 34788
27	Umatilla Veterans Hall	40924 US Highway 19 N, Umatilla FL 32784

**Public Lands**

	Name	Location
1	Dead River Road Regional Stormwater	Dead River Road, Tavares, FL 32778
2	Ellis Acres Reserve (Phase 1 & 2)	35302 County Road 52, Paisley, FL 32767
3	Helena Run Preserve	U.S. Highway 27, Leesburg FL 34748
4	Lady Lake Preserve	Gray's Airport Road, Lady Lake FL 32159
5	Lake May Reserve	County Road 55A and North County Rd 44a, Eustis FL
6	Mt. Plymouth Lakes	Mt. Plymouth Subdivision, Sorrento FL 32776
7	NE Lake County Scrub Preserve	Redlands Dr., Eustis (N of Royal Trails) FL
8	Neighborhood Lakes	Fenimore St. Sorrento FL 32776
9	South Pine Lakes Reserve	State Road 44, Eustis (S of Pine Lakes South Subdiv.) FL 32736
10	The Pasture	5144 Lake Erie Rd., Groveland, FL 34736

**Boat Ramps**

	Name	Location
1	Arnold Brothers Boat Ramp	15945 State Road 19, Groveland FL 34736
2	Astatula Boat Ramp	12703 Florida Avenue, Astatula FL 34705
3	Butler Street Boat Ramp	55400 Butler Street, Astor FL 32102
4	John's Lake Boat Ramp	13620 Lake Blvd., Winter Garden FL 34787
5	Lake Dalhousie Boat Ramp	37987 Burhans Road, Eustis FL 32726
6	Lake George Boat Ramp	58300 Lake George Road, Astor FL 32102
7	Lake Holly Boat Ramp	14421 CR 450, Umatilla FL 32784
8	Lake Jem Park & Boat Ramp	16141 CR 448, Tavares FL 32778



**Lake County Parks and Trails Division**  
**Parks, Trails, Boat Ramps, Blueways, Public Lands, Cemeteries**

9	Lake Saunders Boat Ramp	31310 Saunders Drive, Tavares FL 32778
10	Lake Yale Boat Ramp West	39800 Thomas Boat Landing Road, Eustis FL 32726
11	Lake Yale Boat Ramp East	39400 Lake Yale Boat Ramp Road, Eustis FL 32726
12	Marsh Park & Boat Ramp	36545 Yale Retreat Road, Eustis FL 32726
13	Palatka River Park & Boat Ramp	12325 Hull Road, Clermont FL 34711
14	Pearl Street Boat Ramp	25140 East Pearl Street, Astor FL 32102
15	Sparks Village Boat Ramp	32000 Lake Drive, Leesburg FL 34788

**Paved Recreational Trails**

	Name	Location
1	Blackstill Lake Road Trail	Fosgate Road, Clermont
2	Hancock Trail	Old Hwy 50 & / Training Center
3	Lake Idamere Park Trail	12335 CR 448, Tavares FL 32778
4	North Lake Community Park	40730 Roger Giles Road, Umatilla FL 32784
5	Sleepy Hollow Road Trail	Sleepy Hollow Rd South of US 441
6	South Lake Trail	Orange Trail on East / Minneola Trail on West
7	Twin Lakes Park Trail	35303 CR 473, Leesburg FL 34788
8	Wilson Lake Parkway Trail	Libby No. 3 Road to Cherry Valley Trail, Minneola

**In Park Unpaved Hiking Trails**

	Name	Location
1	Ferndale Preserve	County Road 455, Ferndale FL 34715
2	Haynes Creek Park	34606 South Haines Creek Rd, Leesburg FL 34788
3	Lake Idamere Park	12335 CR 448, Tavares FL 32778
4	Lake Jem Park	16141 CR 448, Tavares FL 32778
5	North Lake Community Park	400730 Roger Giles Road, Umatilla FL 32784
6	P.E.A.R. Park	5336 University Avenue, Leesburg FL 34748
7	Paisley Park	24956 County Road 42, Paisley FL 32767
8	Palatka River Park	12325 Hull Road, Clermont FL 34711
9	Pine Forest Park	32520 State Road 44, Deland FL 32720

**Blueway Trails**

	Name	Location
1	Blue Creek Run	Lake George Boat Ramp
2	Stagger Mud Lake Run	St. Johns River
3	St. Francis/Dead River Run	St. Johns River
4	Lake Griffin Run	Lake Griffin
5	Lake Harris Run	Lake Harris / Hickory Point
6	Helena Run	Lake Harris
7	Golden Triangle Run	Lake Dora / Wootton Park / Mount Dora
8	Palatka River Run	Lake Minneola / Lake Minnehaha / Lake Louisa / Palatka River

**Cemeteries**

	Name	Location
1	Evergreen	Bay Street, East of Radio Road, Silver Lake
2	Hinson	End of Demko Road, Altoona, Marion County
3	Lisbon	Goose Prairie Road off CR 452, Lisbon
4	Rigdon	Rigdon Road near Umatilla & Marion County Line
5	Richmond	North Side of CR 48, East Side of 27, Okahumpka
6	Smythmill	Northside end of Austin Merritt Road
7	Woods-Boyd	Villa City Road / CR 565, Groveland

# Graphics Standards Manual

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Letter Logo  
Vehicle Signs  
Branding  
Seal  
Cards  
Business Large  
Small  
Medium  
Vertical  
Horizontal  
Envelopes  
Marketing  
Proportions



LAKE COUNTY  
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# INTRODUCTION AND BACKGROUND

## Branding and Graphic identity

In order for any organization to cultivate lasting confidence within its constituencies, it must build a unique and positive image of itself. This image is the organization's brand, the central, defining image or idea of what it is and does.

And with the rapid growth that Lake County has seen in recent years, the need for a communicative brand has never been greater. Recognizing this, the Board of County Commissioners launched a program to develop the tools necessary to begin a branding program. This manual represents the outcome of that initiative.

The foundation of a brand is its graphic identity, the logo and other visual elements that represent it. A cohesive graphic identity allows everything from business cards to the doors on a County vehicle to tell a brand's story.

By having a strong brand and graphic identity, Lake County will inspire its citizens and be equipped to share the area's amenities with the world. This branding journey begins with a new identity system and standards to maintain it. But the final destination will be determined by resourcefulness and good stewardship by every County employee.

## The Importance of Having Standards

Simply put, standards are what put the identity in graphic identity. They enable an organization to maintain its distinctive look and feel in any situation.

By using its graphic elements consistently and judiciously, Lake County can build a lasting image and distinguish itself from other areas and organizations. Graphic standards allow the many individual departments that make up the Lake County team to come together as a unified whole before the citizens we serve.

It is imperative that you employ the standards contained herein whenever using graphic elements — for use in every medium. This manual is our team's visual playbook, providing the guidelines necessary to reach our goal of clear communication and an effective brand image.



## LOGO

As the primary visual representation of Lake County, our logo is the most vital graphic component of our brand. It communicates at a glance the natural amenities that make the area a wonderful place to live, work and play.

The great branding asset—and potential difficulty—of a logo is how readily it lends itself to a myriad of uses. By using the new logo widely, Lake County will have it constantly before the eyes of its citizens and quickly build recognition. However, the varying demands of diverse media (*e.g., a black-and-white printed piece versus a Web image or a vehicle decal*) increase the danger of producing inconsistent finished products, which would erode the very visual unity that the County wishes to achieve.

That is why it is essential that all Lake County employees follow a standard for the County's graphical identity. Every conceivable graphic needs to fall within these guidelines, making it easy for projects across the County to stay in harmony.



LAKE COUNTY  

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FLORIDA

## Official Uses

The County logo is protected by County Ord. No. 2007-38, § 2, 8-7-07 – County logo and seal. Below is information pertaining to the adopted ordinance:

### *County logo and seal.*

- a) The Lake County Board of County Commissioners hereby designates the following logo to be the official logo of Lake County, Florida:



*Horizontal Treatment*



*Vertical Treatment*

The imagery for the logo features palm trees, a sailboat, an orange tree, an egret and a picturesque sunset overlooking a lake. Accompanying the collection of images are the words "Lake County" and "Florida." When the logo represents an approved county department, division or the board of county commissioners, the word "Florida" is replaced with the appropriate nomenclature.

- b) The Lake County Board of County Commissioners hereby designates the following seal to be the official seal of Lake County, Florida:



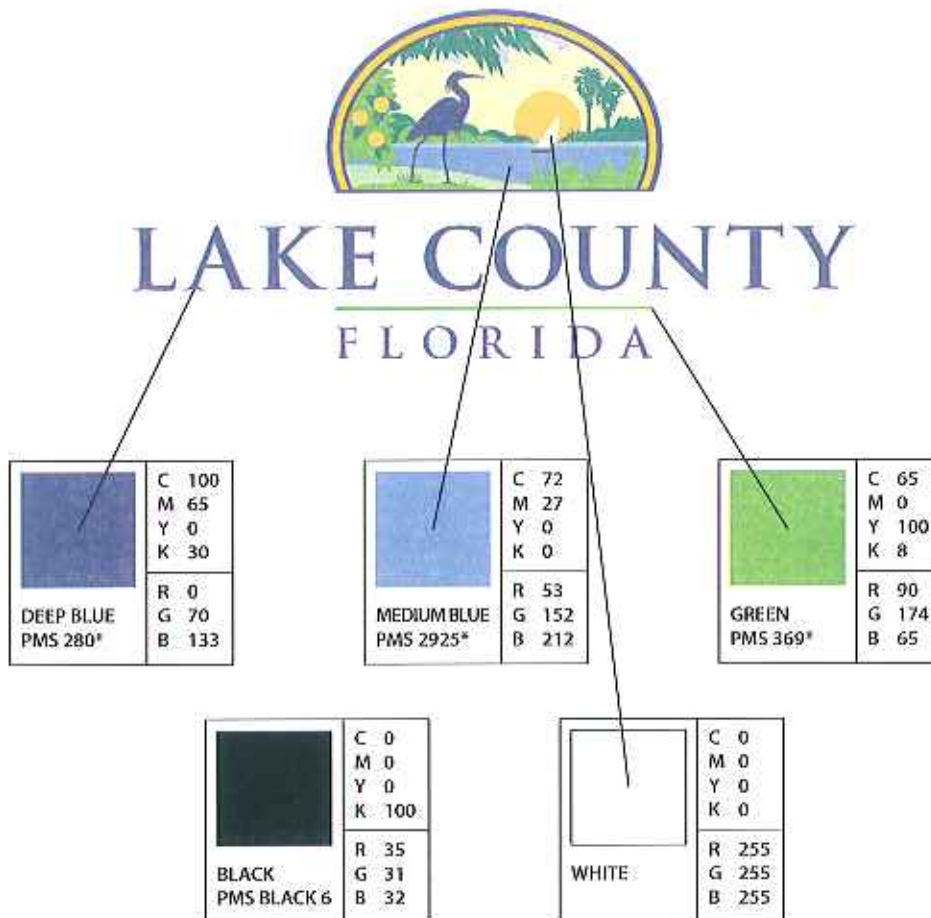
- c) The logo and seal are to be used only for official county business by county officials or employees in the performance of their official duties, unless written approval is obtained from the county manager or designee. The county manager may authorize use of the logo upon request from any person or entity with a proper purpose for use of the logo. Approval for use of the county logo may be revoked upon written notice from the county manager or designee.
- d) Any manufacture, use, display, facsimile, or reproduction of the county logo or seal other than as provided for above is prohibited. A violation of this section shall be punishable as provided in F.S. § 165.043, as a second degree misdemeanor.



## LOGO *(continued)*

### Official Colors

The official color for Lake County is a Deep Blue, Pantone Matching System (PMS #280.) Accent colors of Light Blue (PMS #2925), Green (PMS #396), Black and White can be used to compliment the official color. We recommend that these colors be incorporated into use in brochures, pamphlets, presentations, and other printed materials when appropriate to maintain consistency.



\* Indicates closest PMS match to the 4-color process logo.

## Official Type

The typeface and type size used with a passage can communicate as much to the reader as the words themselves. Type helps establish mood, attract attention and promote visual harmony. As such, consistency in type usage is as important to the County's branding program as it is for any other graphic element.

Lake County's graphic identity system includes the Trajan Pro and Warnock Pro type families, with specific typefaces within each family dedicated to specific uses. Rigorous adherence to type standards will help the County maintain a unified brand.

### TRAJAN PRO

Trajan Pro Bold is the primary font for the Lake County branding program. Trajan Pro Bold is used in the Lake County logotype, descriptive copy and department designations (*when used in conjunction with Division names.*) Trajan Pro Regular is also used in the County business papers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

### Warnock Pro

Warnock Pro is the secondary font for the Lake County branding program. Warnock Pro Semi-Bold Italic is used for the Lake County tagline and the Division font (*when used in conjunction with a Department name.*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()





## LOGO *(continued)*

### Logo Variations

#### *File Types: Bitmap vs. Vector*

The preferred file format to use is Vector (*EPS*), which produces the cleanest reproduction quality. All digital files for the logo can be found on the intranet, and have been saved in .jpg format for use in PowerPoint, Word & Excel documents that each department might produce. Below are some specifications on file types:

*Bitmap format (reference: Sue Chastain, "Vector and Bitmap Images", About.com 19 Jan. 2005):*

Bitmap images (also known as raster images) are made up of pixels in a grid. Pixels are picture elements; tiny dots of individual color that make up what you see on your screen. All these tiny dots of color come together to form the images you see. Bitmap images are resolution dependent. Resolution refers to the number of pixels in an image and is usually stated as dpi (dots per inch) or ppi (pixels per inch). Because bitmaps are resolution dependent, it's difficult to increase or decrease their size without sacrificing a degree of image quality. When you reduce the size of a bitmap image through your software's resample or resize command, you must throw away pixels. When you increase the size of a bitmap image through your software's resample or resize command, the software has to create new pixels. All scanned images are bitmaps, and all images from digital cameras are bitmaps.

*Some common types of Bitmap formats are:*

- BMP
- GIF
- JPEG, JPG
- PNG
- TIFF
- PSD (*Adobe Photoshop Document*)

*Some popular bitmap-editing programs are:*

- Microsoft Paint
- Adobe Photoshop
- Corel Photo-Paint

*Vector format (reference: Sue Chastain, "Vector and Bitmap Images", About.com 19 Jan. 2005):*

Vector images are made up of many individual, scalable objects. These objects are defined by mathematical equations rather than pixels, so they always render at the highest quality. Objects may consist of lines, curves, and shapes with editable attributes such as color, fill, and outline. Changing the attributes of a vector object does not affect the object itself. You can freely change any number of object attributes without destroying the basic object. An object can be modified not only by changing its attributes, but also by shaping and transforming it.

Because they're scalable, vector-based images are resolution independent. You can increase and decrease the size of vector images to any degree and your lines will remain crisp and sharp, both on screen and in print. Fonts are a type of vector object.

Another advantage of vector images is that they're not restricted to a rectangular shape like bitmaps. Vector objects can be placed over other objects, and the object below will show through.



Vector images primarily originate from software. You can't scan an image and save it as a vector file without using special conversion software. On the other hand, vector images can, quite easily, be converted to bitmaps. This process is called rasterizing. When you convert a vector image to a bitmap, you can specify the output resolution of the final bitmap for whatever size you need. Once it has been converted to a bitmap, the image loses all the wonderful qualities it had in its vector state. If you convert a vector to a bitmap at a size of 100 x 100 pixels and then decide you need the image to be larger, you'll need to go back to the original vector file and export the image again.

The most common reason for wanting to convert a vector to a bitmap would be for use on the Web. Due to the nature of vector images, they are best converted to GIF, JPEG or PNG format for use on the Web.

*Some common types of Vector formats are:*

- AI (Adobe Illustrator)
- EPS (Encapsulated Postscript File)
- CDR (CorelDraw)
- DXF (AutoCAD)
- WMF (Windows Metafile)

*Some popular Vector editing programs are:*

- Adobe Illustrator
- CorelDraw
- Adobe FreeHand

## Logo Orientation

Each of the digital files for the Lake County logo has been created with two type treatments, Horizontal and Vertical:





## LOGO *(continued)*

### Logo Sizes

The Lake County logo has been created to accommodate multiple size variations. The proper size limit for both the vertical and horizontal versions of the logo files are listed below:

Logo Type:	Smallest Use Allowed	Largest Use Allowed
Horizontal Logo	1.4" x 1"	None
Vertical Logo	.75" x .75"	None

The logos are available for download in JPEG and PNG format in three different sizes on the Lake County web site: [http://www.lakecountyil.gov/media/county\\_logo/](http://www.lakecountyil.gov/media/county_logo/). Below are the sizes available, along with some parameters with which to judge what size logo to download for your project.

Horizontal Logo:	Examples of Use	Smallest Use Allowed	Largest Use Allowed
Large	Poster, Banner	6.5" x 3"	None
Medium	Report Covers, Presentations	3.25" x 1.5"	6.5" x 3"
Small	Business Cards, Pamphlets, Promotional Items	1.4" x 1"	3.25" x 1.5"

Vertical Logo:	Examples of Use	Smallest Use Allowed	Largest Use Allowed
Large	Poster, Banner	4" x 4"	None
Medium	Report Covers, Presentations	2" x 2"	4" x 4"
Small	Business Cards, Pamphlets, Promotional Items	.75" x .75"	2" x 2"

If you have questions about which size you should use with your project, please contact the Office of Information Outreach (343-9603).

## Logo Color Options

The logo can be used in three main color categories: 4-Color, 1-Color and 1-Color with Screen tints. Only approved colors should be used on the County Logo. Below is some information about each of the color categories available.

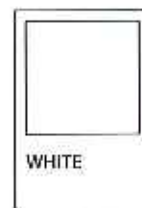
### *4-Color logo:*

The Lake County logo is a 4-color process graphic, and is the preferred version to be used whenever possible. The color usage and breakdowns for the major colors in the 4-color logo are as follows:



### *1-Color logo:*

The following options should be used if a 1-color logo is required. The only acceptable color options are PMS 280, Black or White.





## LOGO *(continued)*

### Prohibited Uses of Logo

In order to establish and maintain consistent and effective use of the Lake County logo, it is essential that the standards established in this manual be followed. Use only one of the variations provided in this document. Don't try to use different configurations of the art and type or attempt to change one to suit your project. Below are some common errors that should be avoided. If you need assistance with incorporating the logo into your project, please contact Information Outreach at 343-9603.



#### *Improper Color Usage*

*The Lake County logo should not be reproduced with any other colors not listed or displayed in this manual.*



#### *Improper Size Relationships*

*Do not change the relationship of the logo in relation to the nomenclature or department designations.*



#### *Improper Resize*

*Do not distort the logo by resizing it incorrectly. Always hold down the "SHIFT" key on the keyboard while dragging one of the corner resize handles.*



#### *Removing the Text Under the Image*

*Do not remove the text under the Lake County Logo, and use the image only. The logo consists of the graphical elements and the text combined.*



#### *Improper Positioning*

*Do not change the position of the logo in relation to the nomenclature.*

#### *Improper FONT USAGE*

*Do not change the fonts of the Lake County logo and nomenclature.*



#### *Improper Type Reversal*

##### Not converting the lettering & green line

*When using the logo on dark backgrounds, all elements under the imagery must be converted to white, including the green line.*



##### Converting the lettering only

*When using the logo on dark backgrounds, all elements under the imagery must be converted to white, including the green line.*



## LOGO *(continued)*



### *Improper Orientation*

*Do not skew or rotate the logo or nomenclature of the Lake County Logo.*



### *Distracting Background*

*Do not use the Lake County Logo on a busy background that distracts from its legibility.*



### *Adding Effects or Graphics*

*Do not use any special effects that may distract from its legibility. Do not add or overlap any additional graphics to the Lake County Logo.*



### *Replacing Lettering*

*Do not replace Lake County wording with your name.*

### *Logo proportions*

The logo should never be manipulated to adjust the proportions. An example would be to increase the picture part of the logo, while decreasing the font "Lake County" underneath. The text beneath the imagery is a part of the overall County brand, and should not be increased or decreased outside of the specifications set in these guidelines.





# TECHNICAL SPECIFICATIONS

For vendors and organizations using the Lake County logo in digital or printed format, the following technical guidelines have been established, and should be followed to ensure the brand for Lake County is maintained.

## Type Standards & Relationships

The following demonstrates the various type configurations and their spatial relationships for the Lake County logo. In a vertical oriented logo, the same type size and proportions from the horizontal usage still apply. When typesetting is needed, these standards must be followed to in order to maintain a consistent brand image, and County employees must adhere to these standards at all times.

### Font Usage Standards



	C 100
	M 65
	Y 0
	K 30
	R 0
	G 70
	B 133

DEEP BLUE  
PMS 280\*

	C 72
	M 27
	Y 0
	K 0
	R 53
	G 152
	B 212

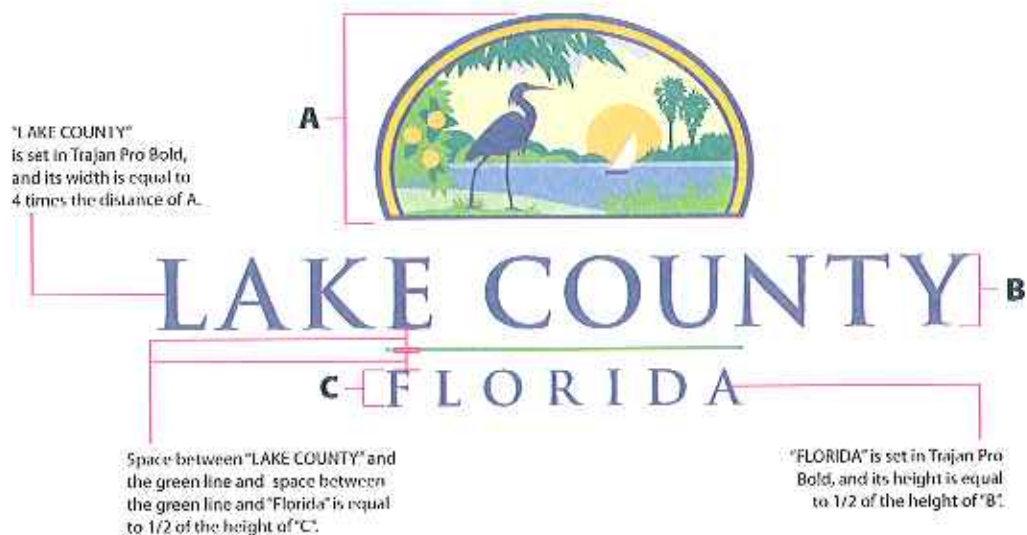
MEDIUM BLUE  
PMS 2925\*

	C 65
	M 0
	Y 100
	K 8
	R 90
	G 174
	B 65

GREEN  
PMS 369\*

\* Colors for 4-Color usage. When using 2-Color or 1-Color logos, please follow the usage guidelines on pages 11 - 12.

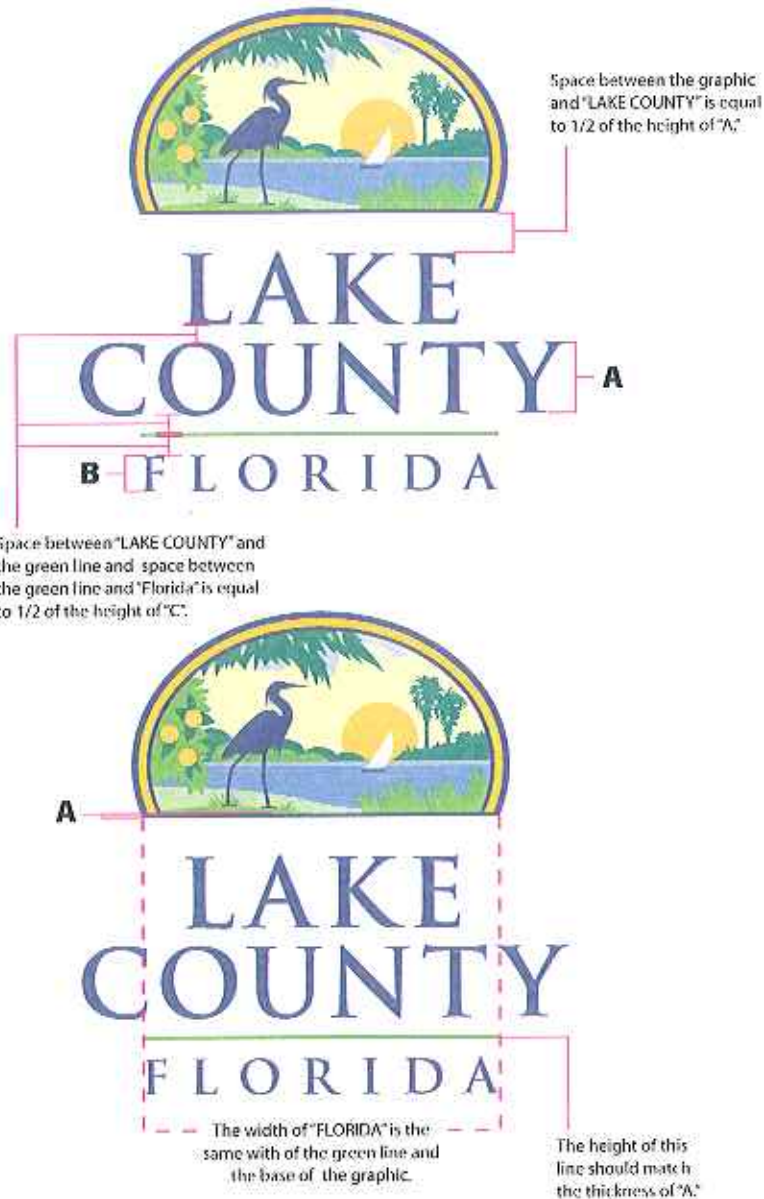
## Horizontal Logotype



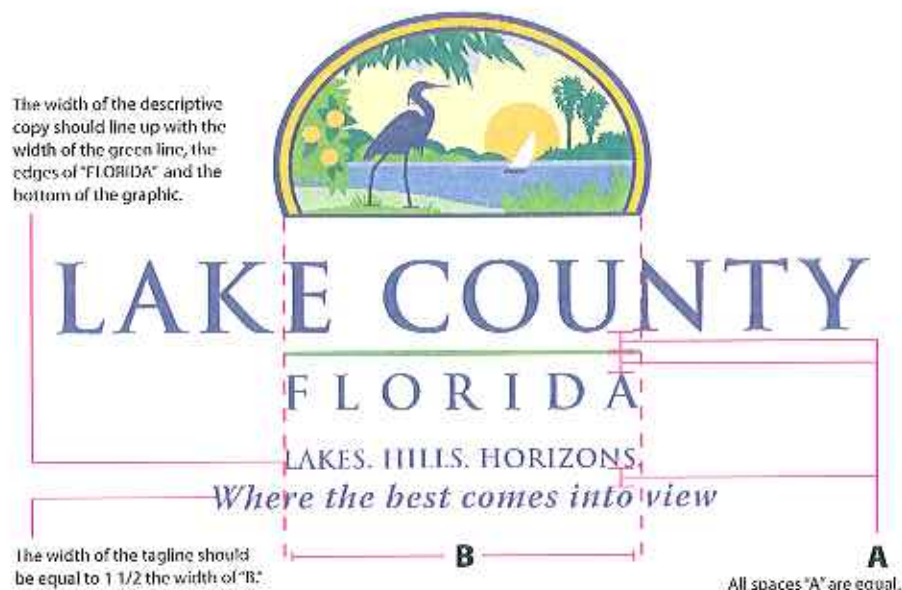
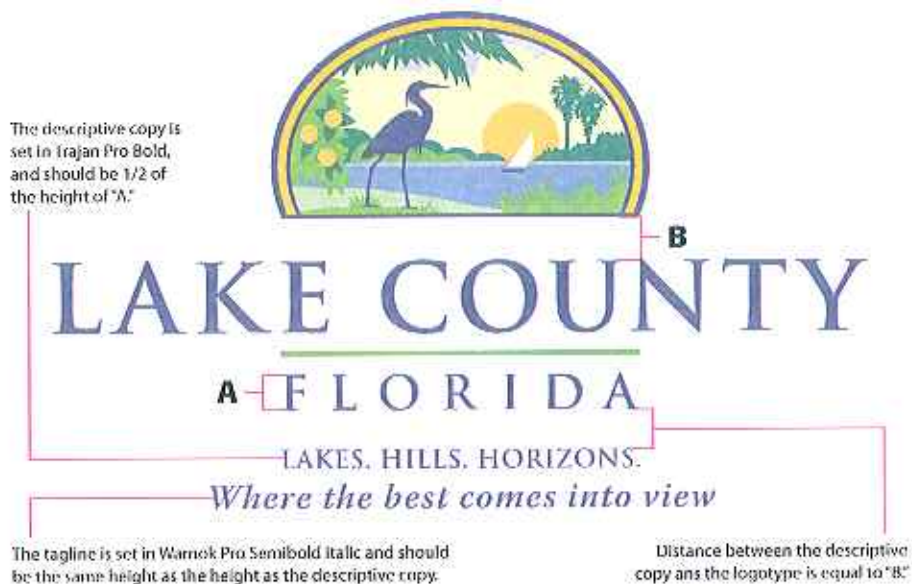


## TECHNICAL SPECIFICATIONS *(continued)*

### *Vertical Logotype*



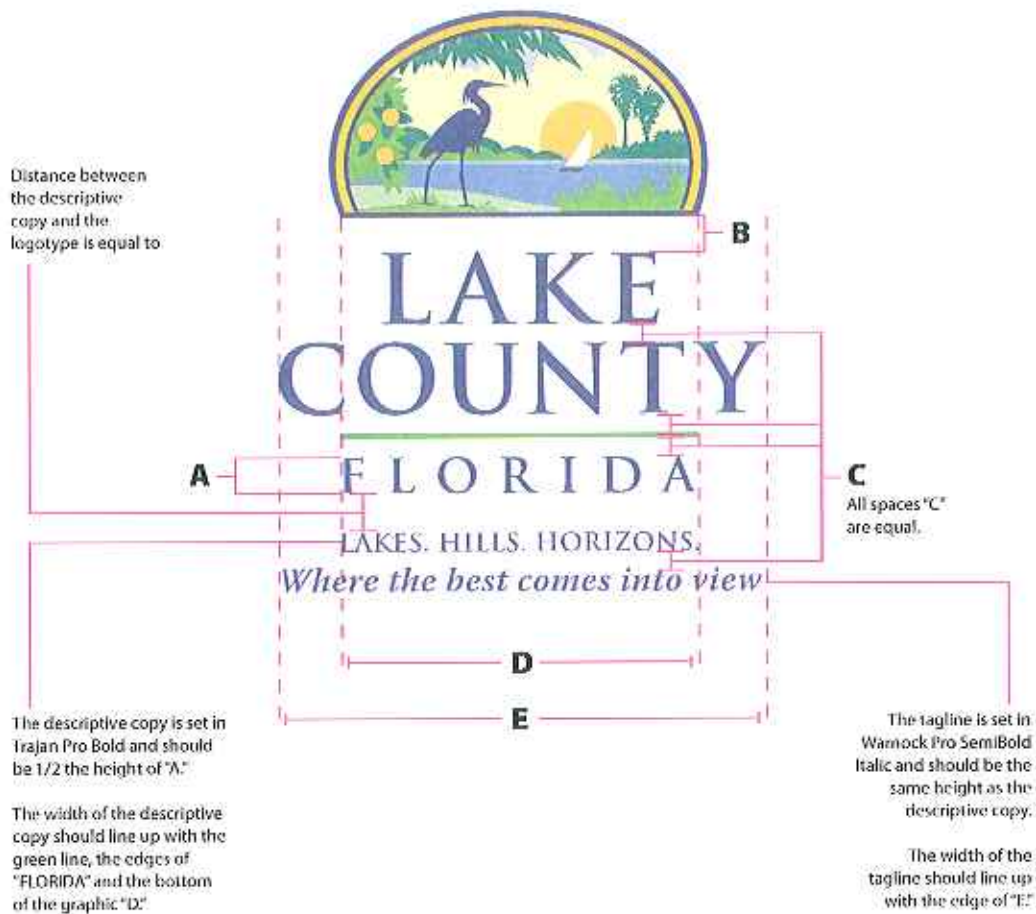
## Horizontal Logo with Descriptive Copy and Tagline





## TECHNICAL SPECIFICATIONS *(continued)*

### *Vertical Logo with Descriptive Copy and Tagline*



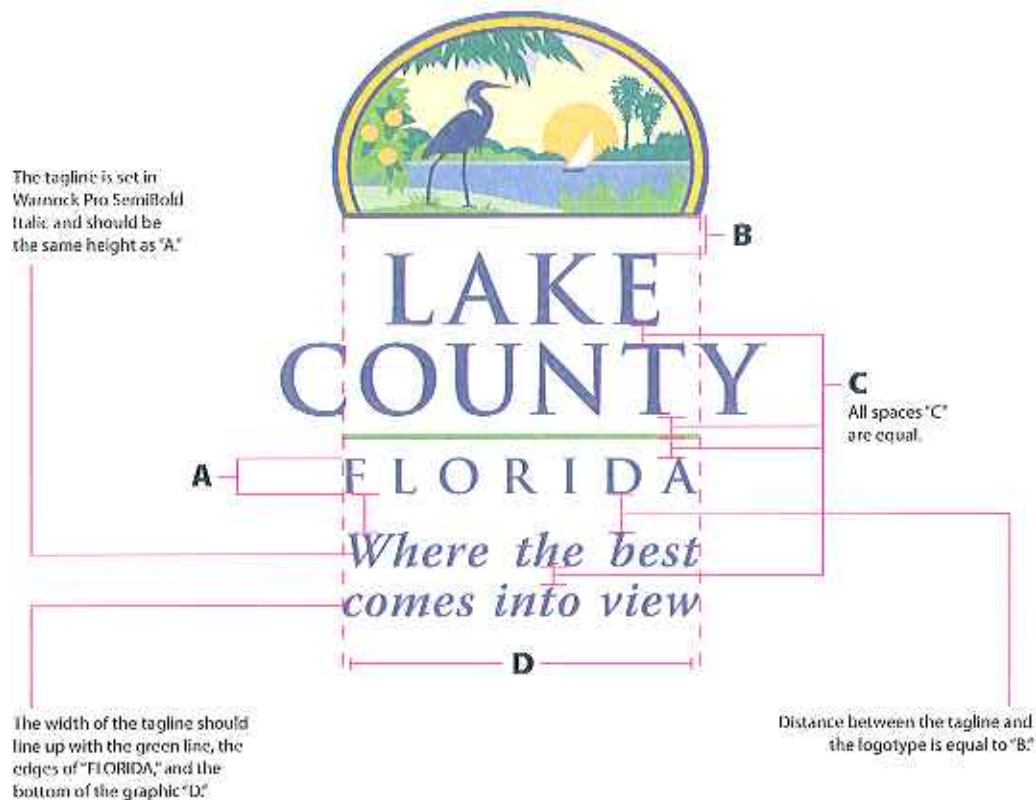
*Horizontal Logo with Tagline Only*



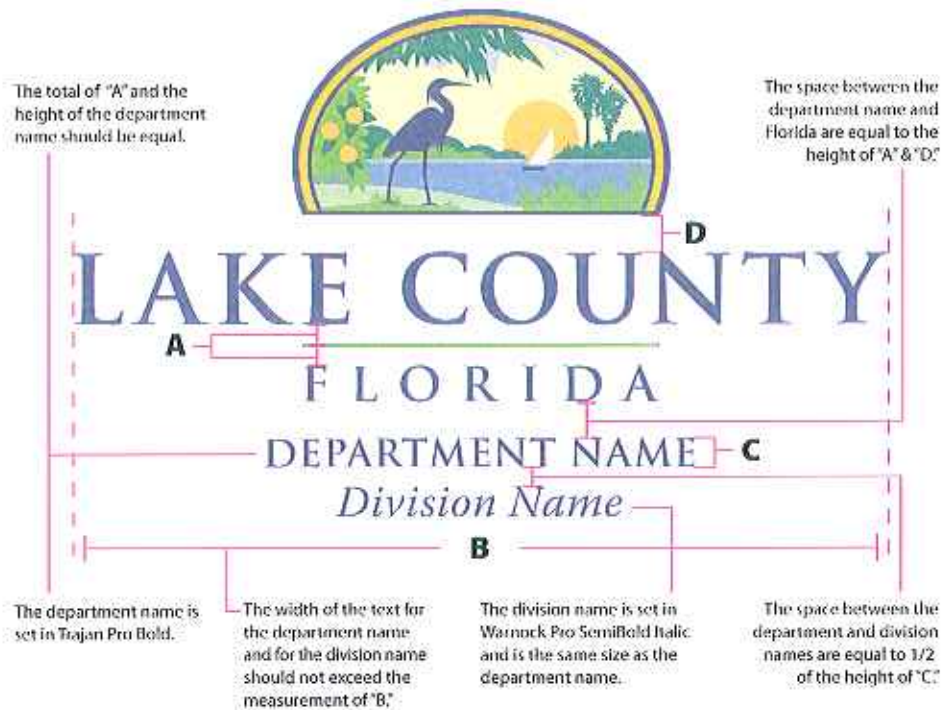


## TECHNICAL SPECIFICATIONS *(continued)*

### *Vertical logo with tagline only*



### *Horizontal Logo with One-line Department and Division Names*



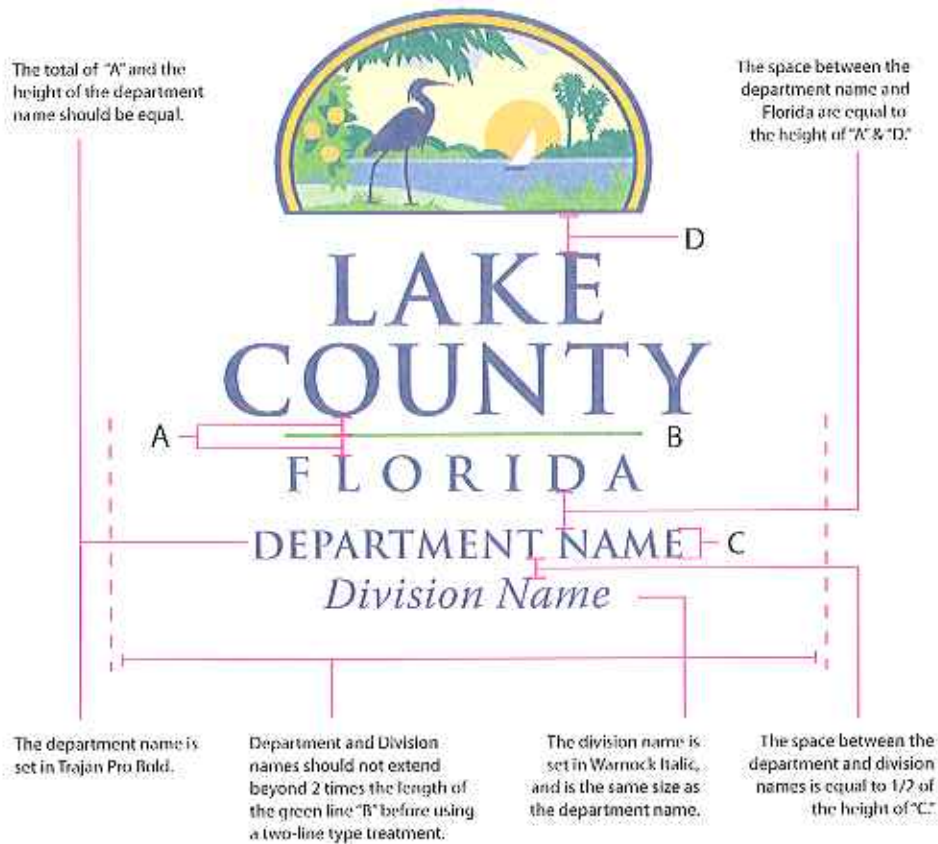
## TECHNICAL SPECIFICATIONS *(continued)*

### *Horizontal Logo with Two-Line Department Name and Division Name*



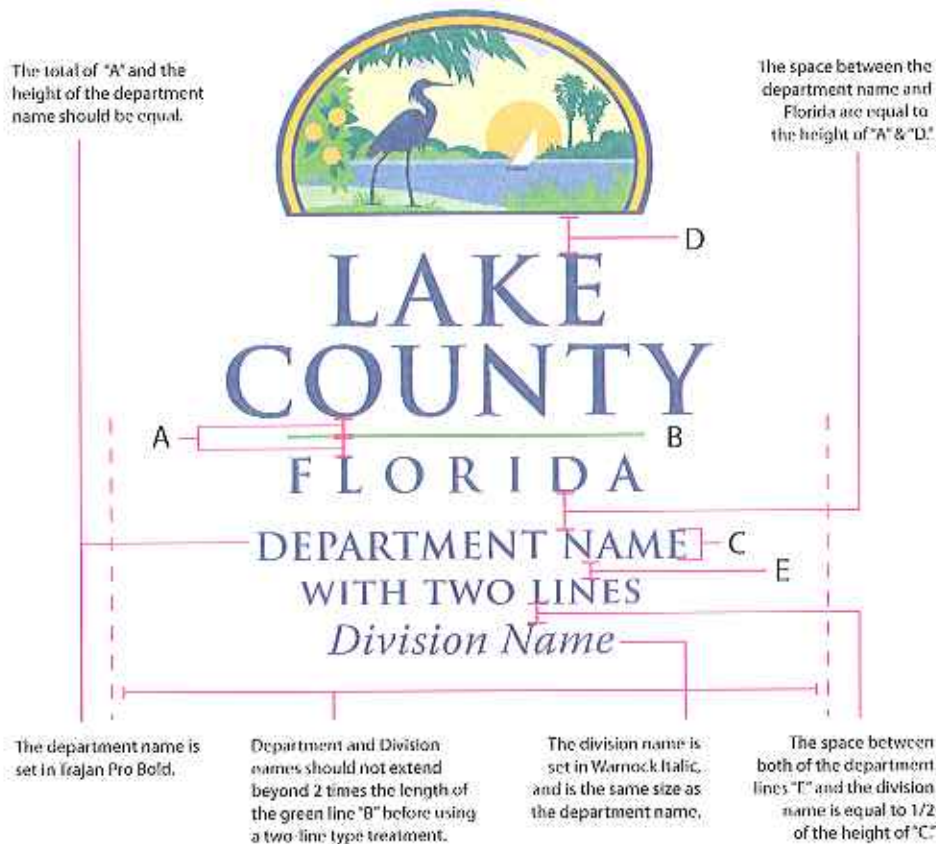


### Vertical Logo with One-line Department and Division Names



## TECHNICAL SPECIFICATIONS *(continued)*

### *Vertical Logo with Two-line Department Name and Division Name*



For assistance with Departmental logos for your documents, please contact the Office of Information Outreach at 343-9603.

# NOMENCLATURE

## Descriptive Copy and Tagline

The two new elements that compose the County's nomenclature system are descriptive copy and a tagline. Descriptive copy briefly conveys what an organization is, while a tagline expresses how it wants to be perceived.

Lake County's descriptive copy—"Lakes. Hills. Horizons."—Relates the natural assets that make the area unique in Florida. The County's tagline—"Where The Best Comes Into View."—References the area's vistas and other amenities while suggesting that the ideal is always in sight.

The descriptive copy and tagline work together to favorably articulate the essence of Lake County. These elements will often be combined with the logo for even greater impact. When they are used, maintaining the standards that follow will ensure the most effective communications possible.

The following examples show the proper usage of the descriptive copy and tagline when used with the Lake County logo. The tagline can be used with the logo separately. However, the descriptive copy should NOT be used without the tagline.



*Descriptive Copy and Tagline Logo  
Horizontal Logo*



*Tagline Usage  
Horizontal Logo*

## Mission, Vision & Values

A mission statement describes the overall purpose of the organization, while the vision statement focuses on the reward that lies at the end of the roadmap described in the mission statement. Values showcase the toolbox of qualities that allow an organization to fulfill its mission and achieve its vision. In January 2006, the Board updated the County's mission, vision and value statements.

Below are the official statements approved for use within the County:

**MISSION:** To Provide Excellence in Service

**VISION:** Lake County offers an unsurpassed quality of life for its citizens

**VALUES:** Diversity, Innovation, Excellent Service, Integrity,  
Accountability, Professionalism and Teamwork



## BUSINESS PAPERS

In the interest of presenting a clear, consistent and professional identity, only the Lake County logo can be printed on letterhead, business cards, and envelopes.

### Business Cards

The business cards have been designed in an attractive layout, with two different options, 1-color and full color. All Department and Division directors are required to have full color business cards. All other staff is required to have 1-color business cards. Below is an example of the business card layouts in both 1-color and full color.

#### *Full-Color Business Card (General or County Attorney)*



#### *General*



#### *County Attorney's Office*

Print Specifications: Full Color Business Card (General or County Attorney)

PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: Bright White, 80 lb, Cover - Smooth

SIZE: 3 1/2" x 2"

COLORS: 5/0 (4-Color Process + PMS 280/0)

BLEEDS: Yes



Small Usage Vertical Logo

Image 4 color Process, text uses 100% PMS 280,

Green Line uses C65/M0/ 100/K8

Employee name set in Trajan Pro Bold 8 pt., All Caps, using 100% PMS 280. Department name, phone, fax and cell numbers set in Trajan Pro Bold 7 pt., All Caps, using 100% PMS 280.

Employee's title, set in Warnock Pro, Semi-Bold Italic, 8 pt., using 80% PMS 280. Division/Section/Program name and e-mail address set in Warnock Pro, Semi-Bold Italic, 7 pt., using 80% PMS 280.

Bullet is set in 6 pt. Wingdings, using 50% PMS 280 with a .5 pt. baseline shift.

Blue Line uses 50% PMS 280

Address information should always be centered, set in Trajan Pro Bold, 6.5 pt., All Caps, using C0/M0/ 0/K0, "Board of County Commissioners" and Web address set in Warnock Pro, Semi-bold Italic, 6.5 pt, using C0/M0/ 0/K0. Bullet is set in 6 pt. Wingdings, using C0/M0/ 0/K0.

## BUSINESS PAPERS *(continued)*

### 1-Color Business Card



#### Print Specifications: 1-Color Business Card (PMS 280)

**PAPER BRAND:** Fox River, Capital Bond, 30% Recycled

**PAPER TYPE:** Bright White, 80 lb, Cover - Smooth

**SIZE:** 3 1/2" x 2"

**COLORS:** 1/0 (PMS 280/0)

**BLEEDS:** Yes




Small Usage 1-Color Vertical  
Logo, 100% PMS 280



## Letterhead

The official letterhead for the County features a full color and one color option, with the County logo featured at the top. The Board of County Commissioner names, the Department, Division, Section or Program name and corresponding address are located at the bottom. All letterhead should conform to type specifications listed below. Examples of letterhead featuring a Department and a Division is shown in the following pages for your reference.

### Full Color Standard Letterhead

 <b>LAKE COUNTY</b> FLORIDA				
DEPARTMENT NAME				
P.O. BOX 0000 • STREET ADDRESS • SUITE • TAVARES, FLORIDA 00000 • F 000.000.0000 • 1.000.000.0000				
Board of County Commissioners • <a href="http://www.lakencountyfla.gov">www.lakencountyfla.gov</a>				
COMMISSIONERS District 1	COMMISSIONERS District 2	COMMISSIONERS District 3	COMMISSIONERS District 4	COMMISSIONERS District 5

## BUSINESS PAPERS *(continued)*

*Print Specifications: Full Color Standard Letterhead*

**PAPER BRAND:** Fox River, Capital Bond, 30% Recycled

**PAPER TYPE:** White, Writing, 24 lb., Light Cockle

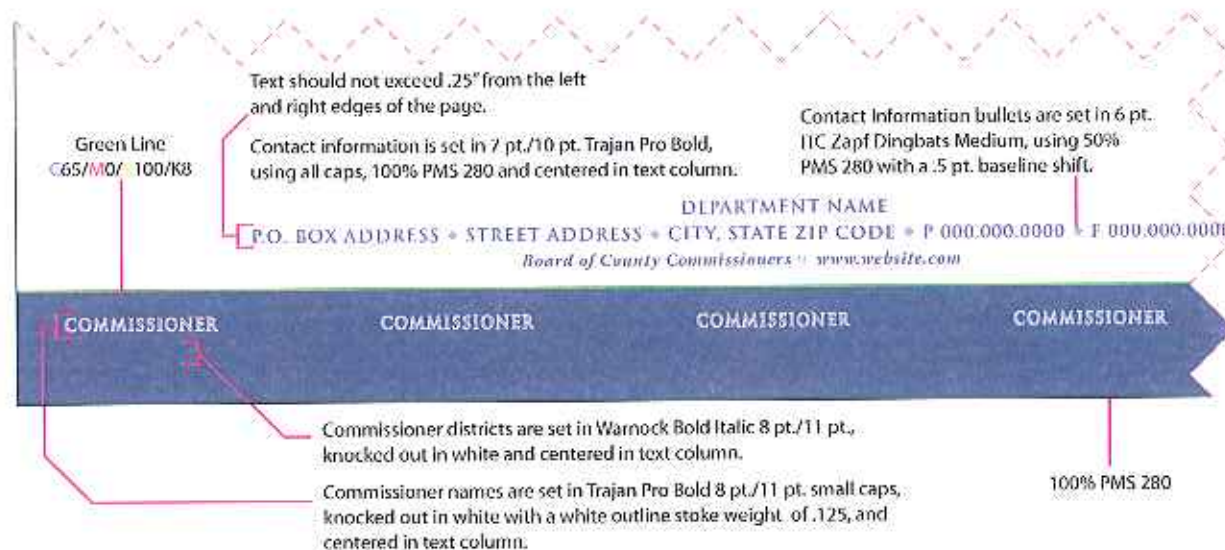
**SIZE:** 8.5" x 11"

**COLORS:** 5/0 (4-Color Process + PMS 280/0)

**BLEEDS:** Yes



*Standard 4-Color Letterhead Design — Logo Placement Specifications*



*Standard 4-Color Standard Letterhead Design — Type Treatment*

Departmental Application: Standard letterhead

Below are examples of how the address areas should be formatted at the bottom of County letterhead for a Department, Division, Section and Program.

DEPARTMENT NAME P.O. BOX 0000 • STREET ADDRESS • SUITE • TAVARES, FLORIDA 00000 • P 000.000.0000 • F 000.000.0000 Board of County Commissioners • <a href="http://www.lakecountyfl.gov">www.lakecountyfl.gov</a>				
NAME LASTNAME District 1	NAME LASTNAME District 2	NAME LASTNAME District 3	NAME LASTNAME District 4	NAME LASTNAME District 5

*Department-level Letterhead*

DIVISION NAME   A division of the Department Name P.O. BOX 0000 • STREET ADDRESS • SUITE • TAVARES, FLORIDA 00000 • P 000.000.0000 • F 000.000.0000 Board of County Commissioners • <a href="http://www.lakecountyfl.gov">www.lakecountyfl.gov</a>				
NAME LASTNAME District 1	NAME LASTNAME District 2	NAME LASTNAME District 3	NAME LASTNAME District 4	NAME LASTNAME District 5

*Division-level Letterhead*

SECTION NAME   A section of the Department Name P.O. BOX 0000 • STREET ADDRESS • TAVARES, FLORIDA 00000 • P 000.000.0000 • F 000.000.0000 Board of County Commissioners • <a href="http://www.lakecountyfl.gov">www.lakecountyfl.gov</a>				
NAME LASTNAME District 1	NAME LASTNAME District 2	NAME LASTNAME District 3	NAME LASTNAME District 4	NAME LASTNAME District 5

*Section-level Letterhead*

PROGRAM NAME   A program of the Department Name P.O. BOX 0000 • STREET ADDRESS • SUITE • TAVARES, FLORIDA 00000 • P 000.000.0000 • F 000.000.0000 Board of County Commissioners • <a href="http://www.lakecountyfl.gov">www.lakecountyfl.gov</a>				
NAME LASTNAME District 1	NAME LASTNAME District 2	NAME LASTNAME District 3	NAME LASTNAME District 4	NAME LASTNAME District 5

*Program-level Letterhead*



## BUSINESS PAPERS (continued)

### Executive Letterhead

For County Officials only, the monarch letterhead is provided featuring the text and logo in gold metallic print. All monarch letterhead should conform to type specifications listed below.

## 1-Color Executive Letterhead (PMS 873)

*Print Specifications: 1-Color Executive Letterhead (PMS 873)*

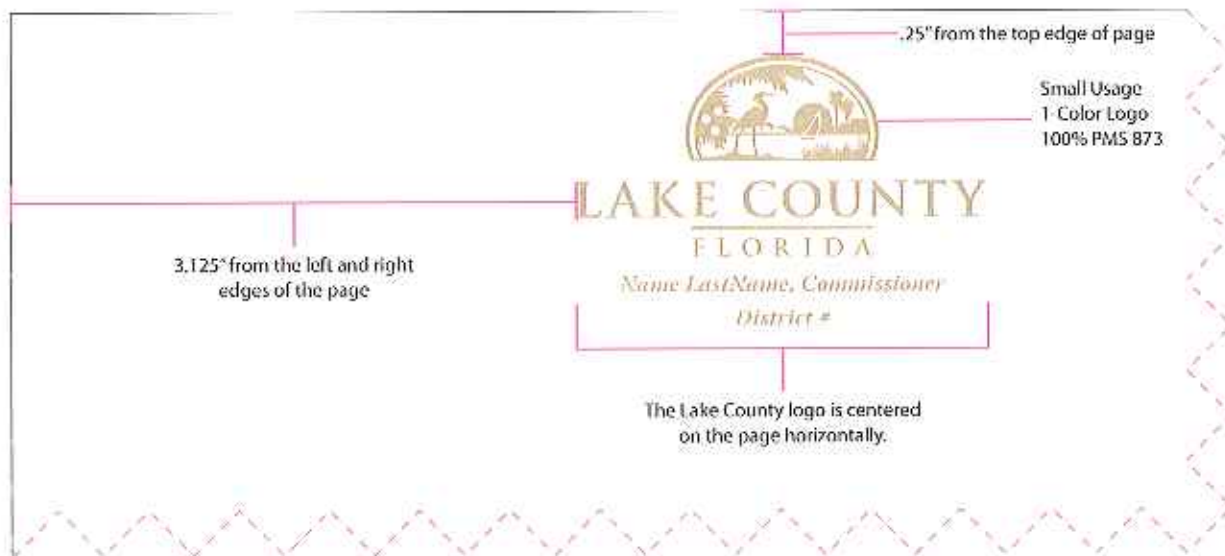
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

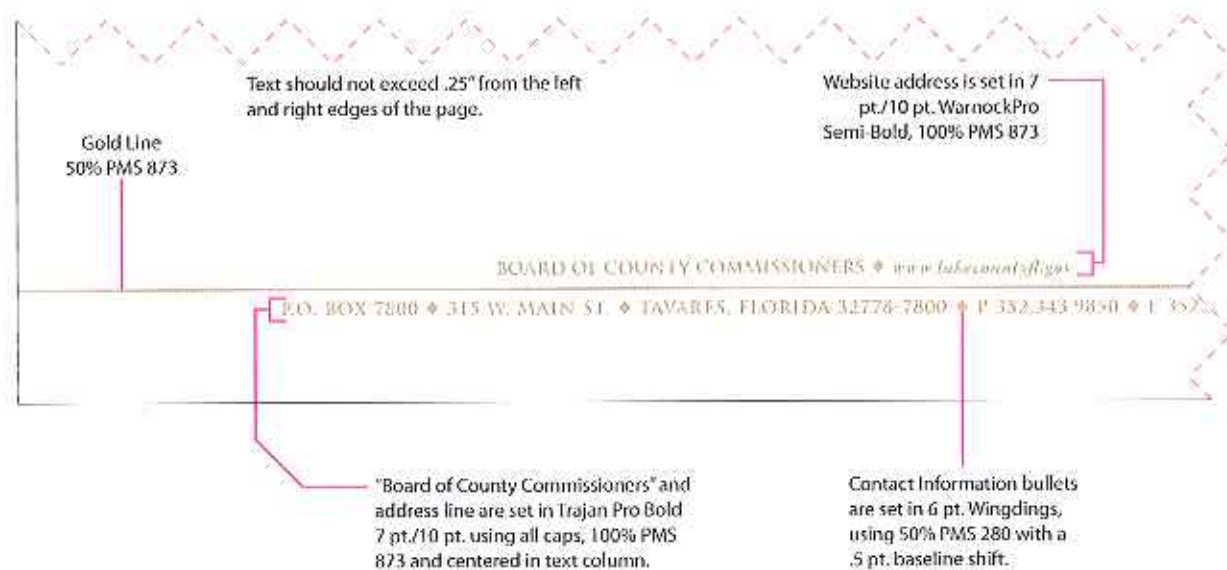
SIZE: 8.5" x 11"

COLORS: 1/0 (PMS 280/0)

BLEEDS: Yes




*Executive Letterhead Design — Logo Placement Specifications*



*Standard 1-Color Letterhead Design — Type Treatment*

## BUSINESS PAPERS *(continued)*

*1-Color Monarch Executive Letterhead (PMS 873)*

  
**LAKE COUNTY**  
FLORIDA  
*Name Last Name, Commissioner*  
*District #*

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BOARD OF COUNTY COMMISSIONERS • [www.lakecountyfla.gov](http://www.lakecountyfla.gov) •

P.O. BOX 7890 • DEERBARK, FL • TAVARES, FLORIDA 32775-7890 • T 352/600-0300 • F 352/600-0000



Print Specifications: 1-Color Monarch Executive Letterhead (PMS 873)

**PAPER BRAND:** Fox River, Capital Bond, 30% Recycled

**PAPER TYPE:** White, Writing, 24 lb., Light Cockle

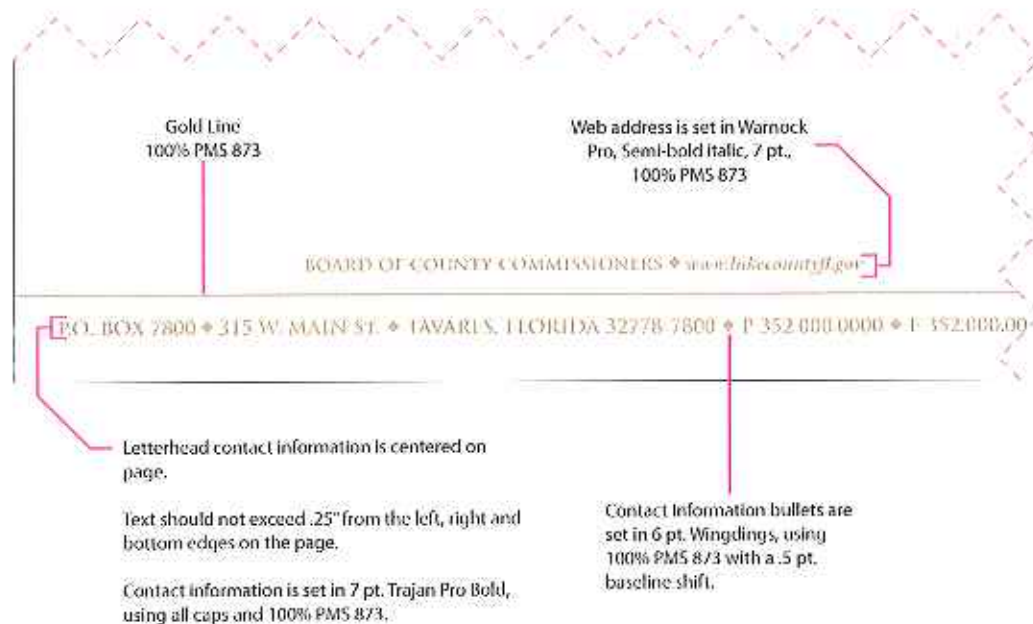
**SIZE:** 7" x 10"

**COLORS:** 1/0 (PMS 873/0)

**BLEEDS:** Yes



*Monarch Letterhead Design — Logo Placement Specifications*



*Monarch Letterhead Design — Type Treatment*

## BUSINESS PAPERS *(continued)*

### *Full Color Library Services Letterhead*

For the Library System, the letterhead below is provided featuring the Library System logo. All Library System letterhead should conform to type specifications listed below.



FID. BOX /800 • 2401 WOODLEA ROAD • TAVARES, FLORIDA 32778 • P 352/253-6180 • F 352/253-6184  
Board of County Commissioners • [www.lakelibrary.org](http://www.lakelibrary.org)

NAME LASTNAME  
District 1

NAME LASTNAME  
District 2

NAME LASTNAME  
District 3

NAME LASTNAME  
District 4

NAME LASTNAME  
District 5

Print Specifications: Full Color Standard Letterhead (Library System)

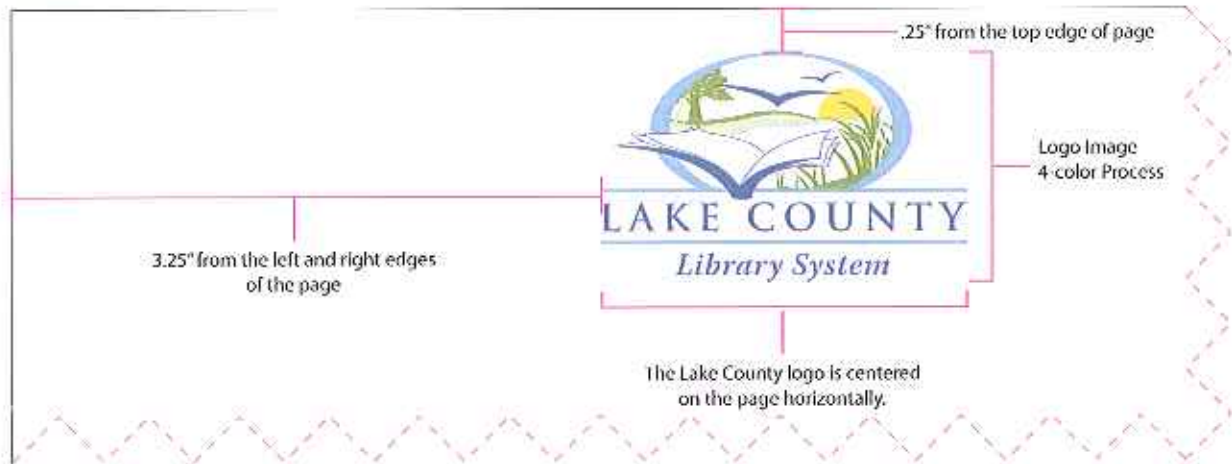
**PAPER BRAND:** Fox River, Capital Bond, 30% Recycled

**PAPER TYPE:** White, Writing, 24 lb., Light Cockle

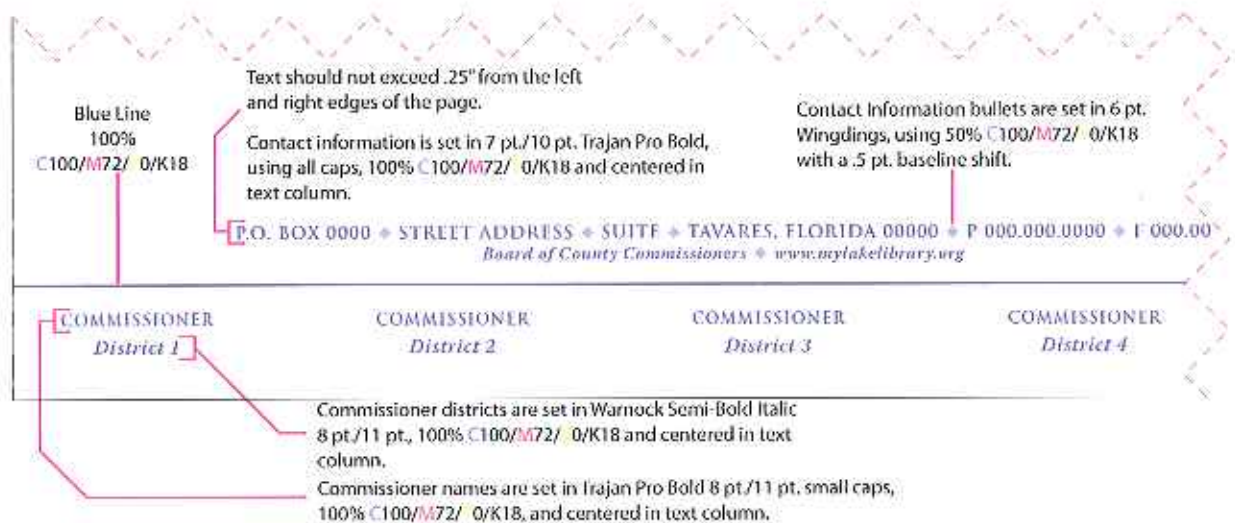
**SIZE:** 8.5" x 11"

**COLORS:** 5/0 (4-Color Process + PMS 280/0)

**BLEEDS:** Yes



*Standard Library System Letterhead Design — Logo Placement Specifications*



*Standard Library System Letterhead Design — Type Treatment*

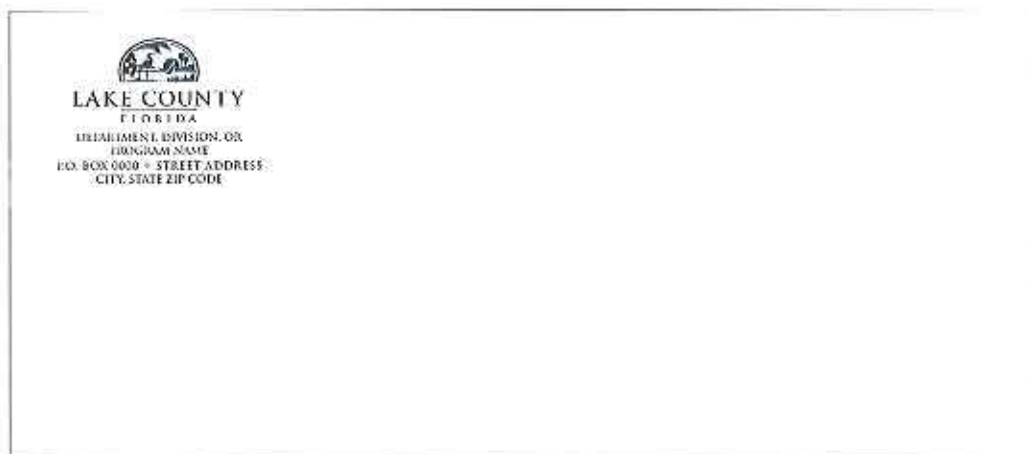


## BUSINESS PAPERS *(continued)*

### Envelopes

There are three different Envelope options, #10, #10 with window and monarch size. For the #10 size envelopes, you have the option of full-color or 1-color. All envelopes should conform to type specifications listed below.

#### *#10 Envelopes, General - 1-color (Black)*



#### Print Specifications: 1-Color #10 Envelopes

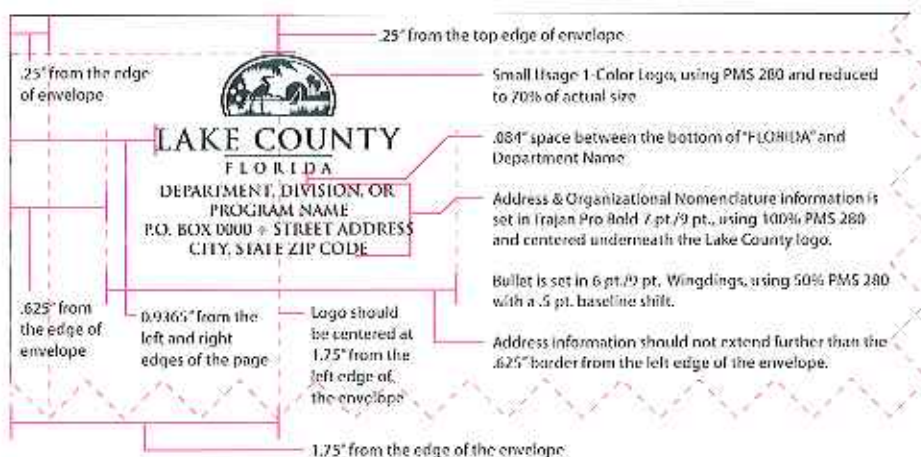
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

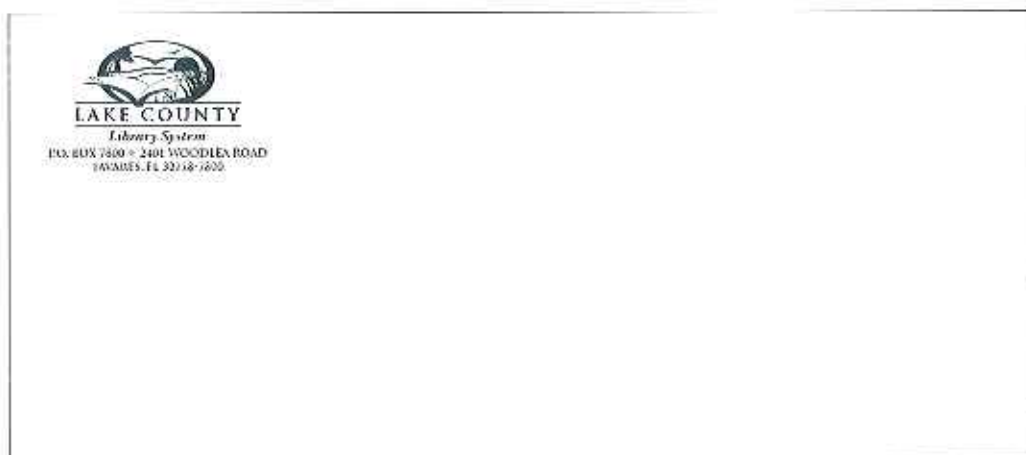
SIZE: 9.5" x 4.125"

COLORS: 1/0 (PMS 280/0)

BLEEDS: No

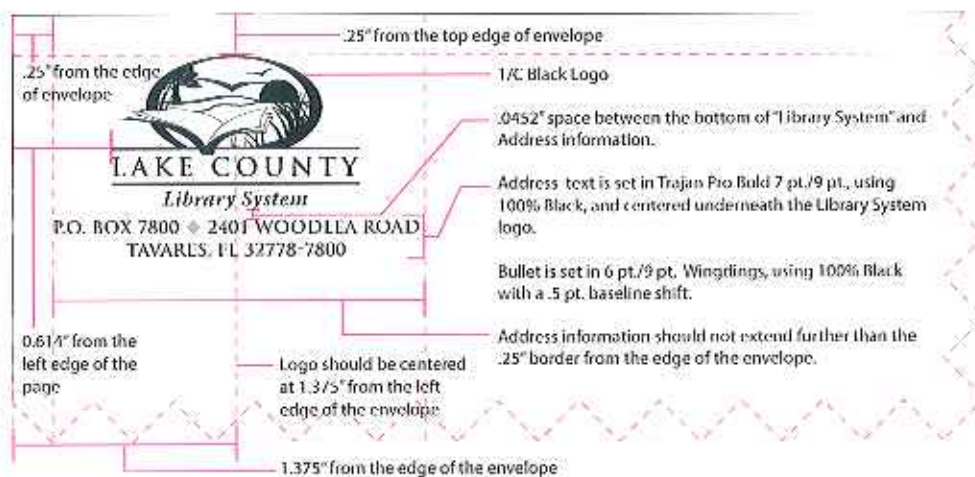


*#10 Envelopes, Library Services - 1-color (Black)*



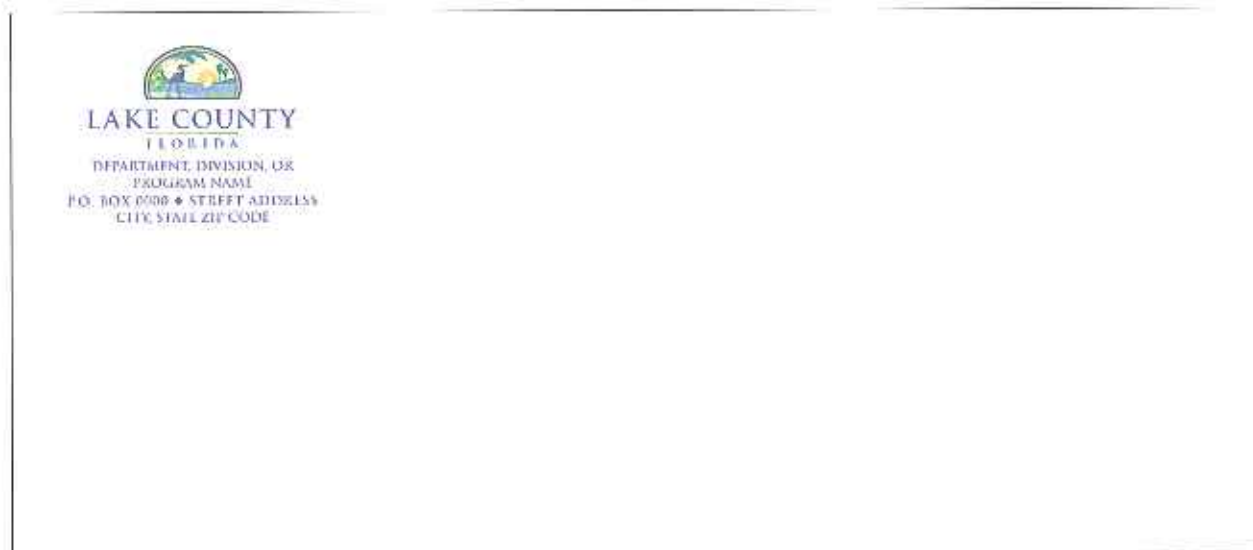
*Print Specifications: 1-Color #10 Envelopes (with and without window)*

**PAPER BRAND:** Fox River, Capital Bond  
**PAPER:** Bright white, recycled, 24 lb. writing, smooth  
**SIZE:** 9.5" x 4.125"  
**COLORS:** 1/0 (PMS 280/0)  
**BLEEDS:** No



## BUSINESS PAPERS *(continued)*

### *#10 Envelopes - Full Color*



#### Print Specifications: Full Color #10 Envelopes

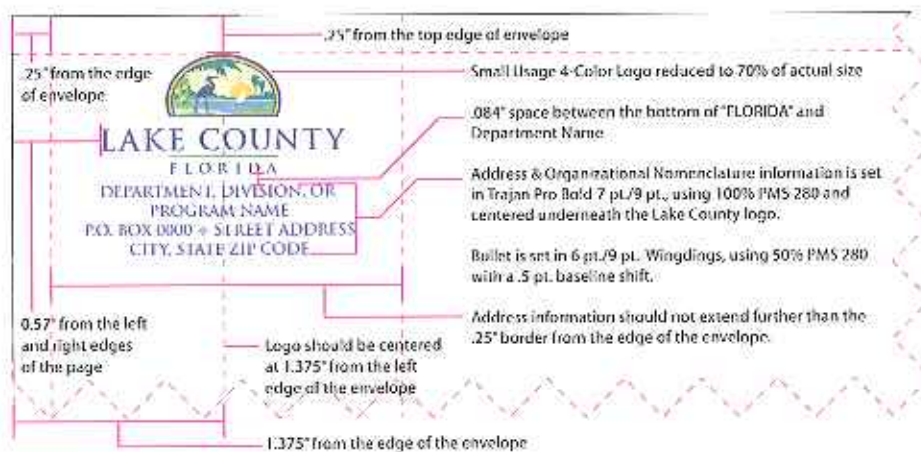
**PAPER BRAND:** Fox River, Capital Bond, 30% Recycled

**PAPER TYPE:** White, Writing, 24 lb., Light Cockle

**SIZE:** 9.5" x 4.125"

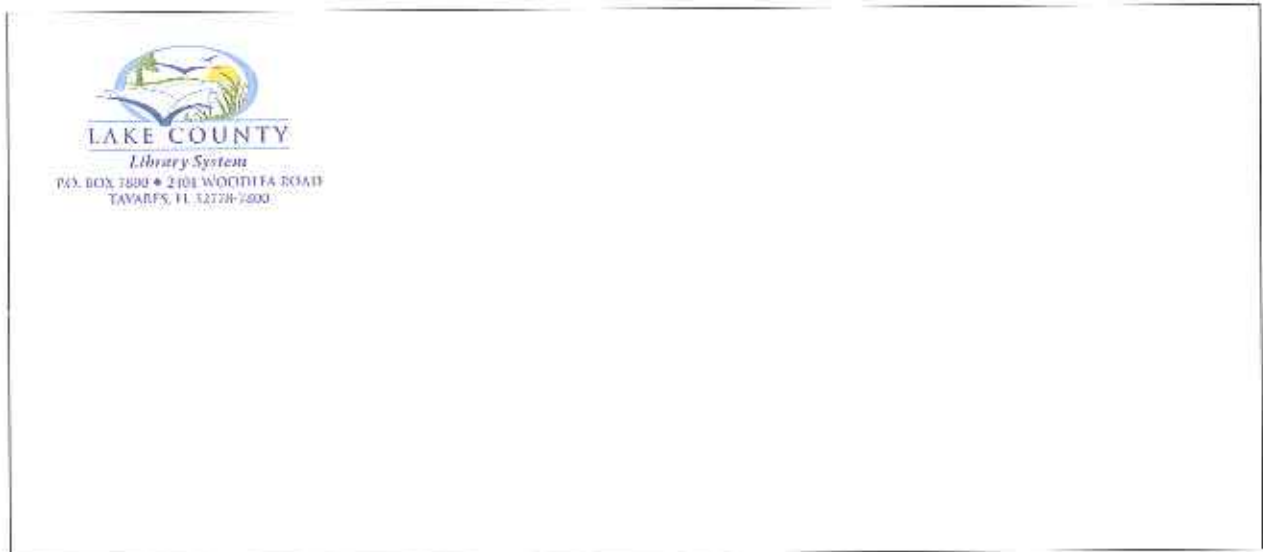
**COLORS:** 5/0 (4-Color Process + PMS 280/0)

**BLEEDS:** No





## #10 Envelopes, Library Services - Full Color



### Print Specifications: Full Color #10 Envelopes (Library Services)

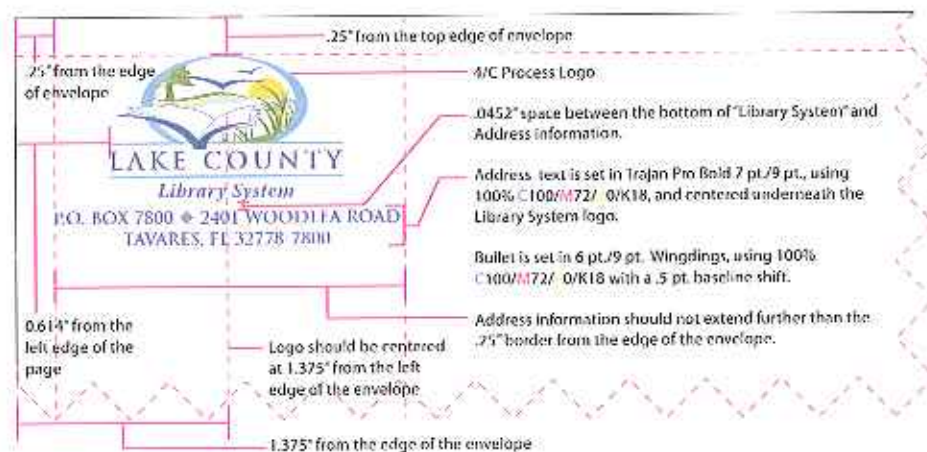
**PAPER BRAND:** Fox River, Capital Bond, 30% Recycled

**PAPER TYPE:** White, Writing, 24 lb., Light Cockle

**SIZE:** 7.5" x 3.875"

**COLORS:** 4/0 (4-Color Process/0)

**BLEEDS:** No

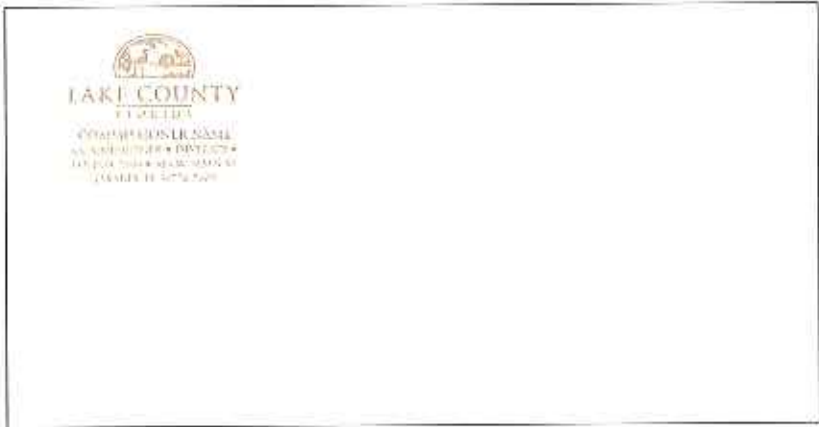


**BUSINESS PAPERS** *(continued)*

*#10 Envelopes, Executive - 1-color (PMS 873)*



*Monarch Envelopes, Executive - 1-color (PMS 873)*



Print Specifications: 1-Color #10 & Monarch Envelopes (PMS 873)

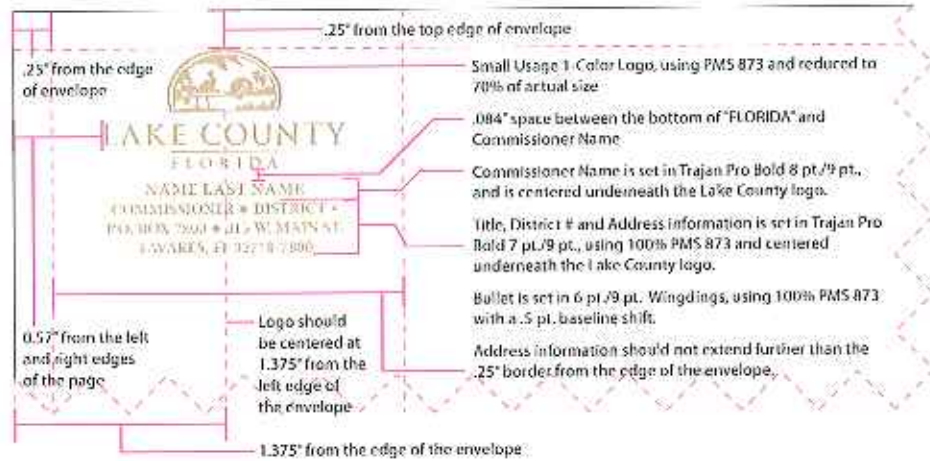
**PAPER BRAND:** Fox River, Capital Bond, 30% Recycled

**PAPER TYPE:** White, Writing, 24 lb., Light Cockle

**SIZE:** 9.5" x 4.25" (Executive), 7.5" x 3.875" (Monarch)

**COLORS:** 1/0 (PMS 873/0)

**BLEEDS:** No





## BUSINESS PAPERS *(continued)*

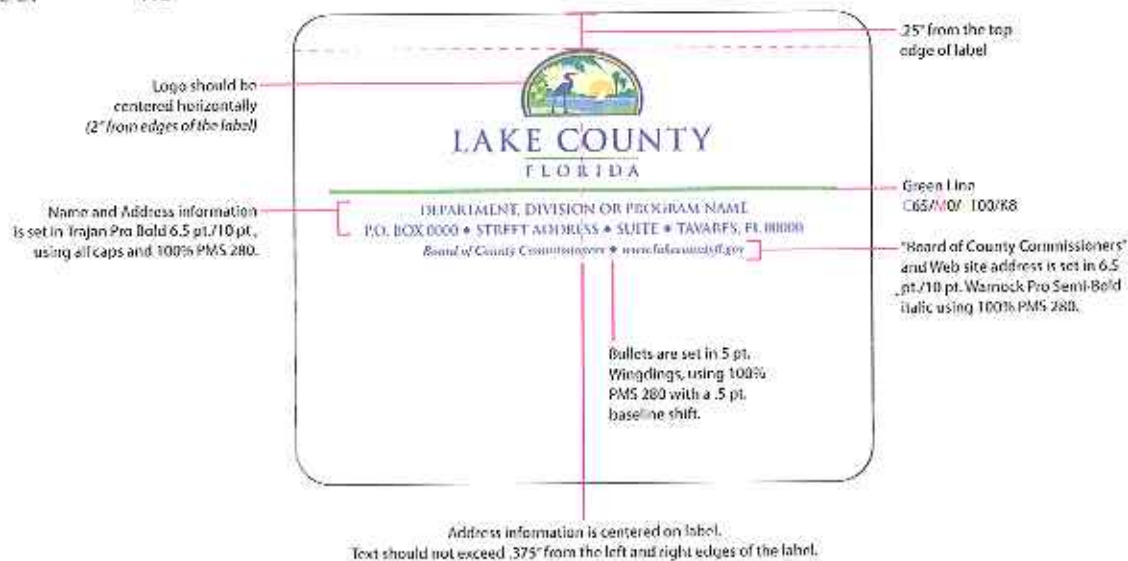
### Mailing Labels

For large envelopes, mailing labels can be provided with departmental information on them. Below are the layout specifications for the County mailing label.



#### Print Specifications: Full Color Mailing Labels

**PAPER BRAND:** Gum Papers of America  
**PAPER:** Crack & Peel, Multi-Print, High Bright Matte, 60 lb.  
**SIZE:** 4" x 3.25"  
**COLORS:** 5/0 (4-Color Process + PMS 280/0)  
**BLEEDS:** No



#### *Shipping Label Design — Logo Placement and Type Specifications*

## How to Order Stationery

No purchase of stationery will be authorized for departments or individuals if it is not from the County's approved contract printer.

No alterations of the approved layouts of the County's official stationery will be accepted. For design layout questions of any stationery, please contact the Office of Information Outreach at (352) 343-9603. If you have questions about the contracted vendor, call Procurement Services at (352) 343-9479.

To place an order, fill out a stationery order form, which can be found in the forms section of the County's intranet, and email it to [proofs@lakecountyfl.gov](mailto:proofs@lakecountyfl.gov). Once the order is placed and processed by the vendor, a proof will be sent to the contact person listed for final review and approval.

*For letterhead, business cards and envelopes, contact:*

PRIDE Enterprises

ADDRESS: 9544 County Road 476B, Bushnell, FL 33513

PHONE: 877-277-2208

FAX: 352-793-1396

E-MAIL: [sumterprint@pride-enterprises.com](mailto:sumterprint@pride-enterprises.com)

ORDER FORM: Can be downloaded from the County's Intranet - Forms section

Item	Units	Qty	Price Per Unit	Comments
<b>Business Cards</b>				
Business Cards (Full Color)	Box	500	\$22.50	Color business cards are limited to County Commissioners, County Manager, County Attorney, Department & Division Directors.
Business Cards (1-Color)	Box	500	\$17.50	Blue ink (PMS 280)
<b>Letterhead</b>				
Letterhead (Full Color)	Ream	500	\$27.95	Board of County Commissioners, County Attorney & Library Services
Letterhead, Executive (1-Color)	Ream	500	\$29.50	Gold Ink (PMS 873), limited to County Commissioners & County Attorney
Letterhead, Monarch (1-Color)	Ream	500	\$24.50	
<b>Envelopes</b>				
Envelopes, #10 (Full Color)	Box	500	\$57.25	Board of County Commissioners, County Attorney & Library Services
Envelopes, #10 (1-Color)	Box	500	\$31.23	Black ink
Envelopes, Executive #10 (1-Color)	Box	500	\$41.50	Gold Ink (PMS 873), limited to County Commissioners & County Attorney
Envelopes (Monarch)	Box	500	\$55.50	
<b>Mailing Labels</b>				
Mailing Labels (Full color)	Box	500	\$94.40	Board of County Commissioners

# INTERNAL BUSINESS PAPERS

While we discourage the use of multiple identities, you can use program identities on brochures as long as the Lake County logo is presented on the brochure as well. Any new program identities or logos must be approved through Information Outreach and the County Manager's Office.

In keeping with the overall branding of the County, some internal templates have been created for your use. For use with official stationery, a layout template has been made for the letterhead, envelope, and mailing labels. the templates that can be printed without official stationery are a fax coversheet and memorandum. For presentations, some PowerPoint templates have also been provided.

The pre-made templates can be found under the "Graphic Templates" heading in the Forms section of the County's Intranet web site ([http://bccnet.co.lake.fl.us/documents\\_forms.aspx](http://bccnet.co.lake.fl.us/documents_forms.aspx)).

## Designing your own materials

When developing brochures or printed materials for the County, make sure your brochure exhibits a professional look and layout, is well written, and the printing is clear and easy to read.

Printed material, such as a brochure, is a marketing tool that can be helpful in advertising a particular service or product. When you design a brochure to sell or explain your products or services, you must remember that this brochure is going to represent not only your department, but also the County as a whole. It is extremely important to make sure that your brochure gets the correct message across, is clear and explains your product or service.

You **NEVER** want to copy or use content (*including clipart, pictures, text*) that is copyrighted unless you get written consent from the original author or copyright holder.



The following is some key points to remember when creating printed materials

- a) Anyone can write copy, but only a skilled copywriter can write easy-to-read, strong sentence structures that articulate the County's message. Keep in mind that someone should easily understand the content with a 5th grade reading level. When you write content for a brochure, have a fellow employee review it to make sure it is clear and understandable.
- b) If you do not need pictures to convey a message, then do not use them. Most of the time people are prone to use so many pictures in a brochure, they don't realize they are clouding their message and making their brochure ineffective. Pictures are great, especially when relevant, but they draw reader's eyes away from the copy. So, use pictures and clipart with taste and if at all possible, don't use them at all.
- c) The font you use can make or break a brochure. Stay away from fonts that take away from your message or are hard to read.
- d) Stay in tune with the County's official colors. This will help keep an overall brand image in tact as well as strengthen the brand. It is a good idea to stay away from too many colors, or bright text on colored backgrounds. You do not want to draw attention away from the message you are trying to present.



Example A



Example B

The examples above have the same content, but Example B is much easier to read. Internal Business Papers

# VEHICLES AND SIGNS

## Vehicles

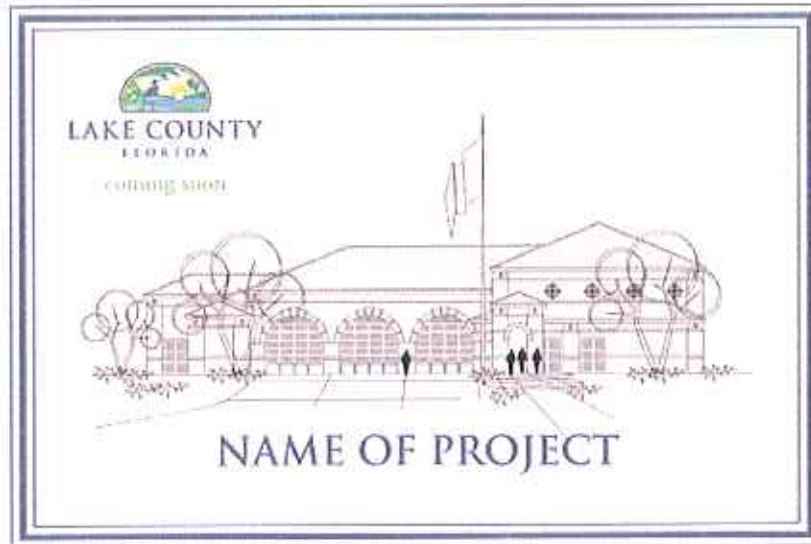
All County vehicles will have the official County logo displayed on both the driver and passenger side doors, along with the asset tag number. The names of certain functions within the organization, such as "Code Enforcement", "Building Services", "Public Works" and "Animal Services", will also be added below the logo on vehicles used for those functions. Because of the nature of these three divisions, it is acceptable to identify them separately on County vehicles. County Asset numbers will also be located below the County logo on both the driver and passenger side doors, as well as the rear of the vehicle. For more information regarding vehicle decals and their installation, contact the Fleet Management Division at 352-343-9852



*Some examples of door decals*

## County building Signs

The County has adopted some standard guidelines for all construction signs erected for County structures in order to regulate the designs of these signs. Drawings of the signs required by a project shall be submitted to the Facilities Management and Development Department for approval. For more information on construction signs, contact the Department of Facilities Management & Development at 352-742-3810.



## Street Signs

The following is an example of the design guidelines for the County maintained street signs. For more information regarding County street signs, contact the Department of Public Works, Road Operations Division – Traffic Operations at 352-742-1766.





## UNIFORMS AND MARKETING MATERIALS

Lake County's new graphic identity system will be applied to a variety of media and materials, presenting many opportunities and challenges. From uniforms to pens, a multitude of everyday items will become the marketing for the County's brand.

### Uniforms

Along with the County logo imprinted on the left side of uniforms, you have the option of printing the Department name and name of the employee on the right side of the shirt. When adding the employee name, The Department name must accompany it, and both the first and last name must be printed. No nicknames should be used. No division names should be used when ordering County uniforms. The only exception to this is Code Enforcement, Building Services, Aquatic Plant Management, Mosquito Management and Animal Services. Because of the nature of these five programs, it is acceptable to identify them separately on County uniforms. To order County uniforms, please use the approved Term & Supply contract vendor.



*Shirt Embroidery Application — Full Color on Dark Background*



*Shirt Embroidery Application — One Color on Light Background*

## Marketing Materials

There will be times when the County logo will need to be used by vendors for presentations, or for promotional materials. All vendors must comply with the standards for design, writing, and production set in this document. Because some item imprint areas may be limited, in promotional items only, the text for Lake County may be used without the logo imagery. Most vendors will need the logo in a Vector format, which can be provided by contacting the Office of Information Outreach. Below are some examples of promotional materials and the usage of the logo on them. If you have any questions about what to forward to vendors for your particular project, please call Information Outreach at 343-9603.



*Coffee Mug Application — 4-Color Logo*



*Small Item Application — Lettering Only — 1-Color*



*Backpack Embroidery Application — 4-Color Logo*



*Coffee Mug Application — 1-Color Logo*



*Cooler Embroidery Application — 1-Color Logo*

# GRAPHIC REQUESTS

The County's Office of Information Outreach is responsible for all requests dealing with graphic design, media relations and web development. If you have a project coming up that requires help in any of these categories, please call Kelly LaFollette, Information Outreach Director at 343-9603.

To place a request for a graphics project, fill out a Graphics Request Form ([http://bcnet.co.lake.fl.us/documents/information\\_outreach/GraphicsStandardsManual.pdf](http://bcnet.co.lake.fl.us/documents/information_outreach/GraphicsStandardsManual.pdf)) and return it via interoffice mail to Information Outreach, Historic Courthouse, fifth floor, or by fax at 343-9698.

Project Request Form		PAGE 1	
<p>Fill out form completely before submitting. Incomplete forms may result in delays in processing your request and/or missed deadlines.</p> <p>Please include the following with completed form when submitting an advertisement request: A copy of media kit/advertisement guide, a copy of invoice or contract, a copy of publication, as well as a copy of previous advertisements.</p>			
<b>FOR OFFICE USE ONLY</b>			
JOB NUMBER:			
FOLLOWUP:			
PREVIOUS JOB #:			
APPROVED:			
PRESS CHECK:			
COMPLETED:			
<b>PROJECT MANAGER</b>		PHONE:	
NAME:		FAX:	
DEPARTMENT:		E-MAIL:	
<b>ALTERNATE CONTACT</b>		PHONE:	
NAME:		FAX:	
DEPARTMENT:		E-MAIL:	
<b>PROJECT DETAILS</b>		<b>EVENT DETAILS</b>	
PROJECT NAME:		EVENT TITLE:	
MATERIALS DUE DATE:		EVENT/PRINT DATE:	
MAIL OUT WITH PROOF: <input type="radio"/> YES <input type="radio"/> NO		EVENT LOCATION:	
<input type="radio"/> DOCUMENT SERVICES <input type="radio"/> OUTSIDE PRINTER		<input type="radio"/> PLOTTER: (attach proof)	
PRINTER DETAILS:		COMPANY NAME:	
		CONTACT PERSON:	
		PHONE:	
		E-MAIL:	
PROJECT TYPE: (check all that apply)		<input type="checkbox"/> ADVERTISEMENT <input type="checkbox"/> EXHIBIT DISPLAY <input type="checkbox"/> EVENT LOGO <input type="checkbox"/> POSTER <input type="checkbox"/> OTHER: (please specify)	
		<input type="checkbox"/> ANNUAL REPORT <input type="checkbox"/> FLYER <input type="checkbox"/> HASTILADS <input type="checkbox"/> POWERPOINT	
		<input type="checkbox"/> BROCHURE <input type="checkbox"/> FORM <input type="checkbox"/> NEWSLETTER <input type="checkbox"/> RACK CARD	
		<input type="checkbox"/> EVENT PROGRAM <input type="checkbox"/> INVITATION <input type="checkbox"/> POSTCARD <input type="checkbox"/> REPORT COVER	
REQUESTED FILE FORMAT:		<input type="checkbox"/> EPS (preferred) <input type="checkbox"/> INDD <input type="checkbox"/> PDF <input type="checkbox"/> PSD <input type="checkbox"/> OTHER: (please specify)	
		<input type="checkbox"/> GIF <input type="checkbox"/> JPG <input type="checkbox"/> PPT <input type="checkbox"/> TIFF	
WORK REQUESTED:		<input type="radio"/> NEW PROJECT <input type="radio"/> OTHER: (please specify)	
		<input type="radio"/> REVISE EXISTING PROJECT	
		<input type="radio"/> CREATE PDF OF PROJECT	
DESIGN SPECIFICATIONS: (if not applicable leave blank)		<input type="radio"/> RIPPS <input type="radio"/> NO BLENDS	
FINAL SIZE: <input type="radio"/> 4" x 6" <input type="radio"/> 8.5" x 11"		<input type="radio"/> COATED <input type="radio"/> UNCOATED	
<input type="radio"/> 5.5" x 8.5" <input type="radio"/> 8.5" x 14"		<input type="radio"/> YES <input type="radio"/> NO	
<input type="radio"/> 11" x 17"		<input type="radio"/> YES <input type="radio"/> NO	
<input type="radio"/> OTHER: (please specify)		<input type="radio"/> YES <input type="radio"/> NO	
COLOR INFORMATION:		<input type="radio"/> FULL COLOR <input type="radio"/> BLACK & WHITE <input type="radio"/> ONE COLOR <input type="radio"/> TWO COLOR	

(continued on back)







**LAKE COUNTY**  
FLORIDA

**LAKE COUNTY BOARD OF COUNTY COMMISSIONERS**

315 W. Main St., Tavares, Florida 32778 • [www.lakecountyfl.gov](http://www.lakecountyfl.gov)

V/3-06/2012